FEBRUARY 6, 1956 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

now there are 4 with 50,000 watts in Minneapolis - St. Paul

1st it was KOWH, (1949) vaulting from last to first in Omaha under Mid-Continent management. Current first place daytime Hooper—43.2%.

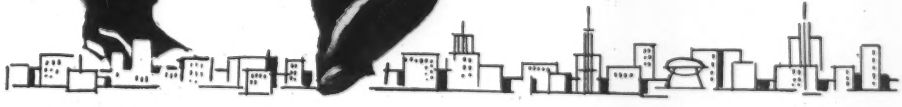
2nd Mid-Continent buy: WTIX, (1953) New Orleans, leaping from 11th to first among 11 stations in just 7 months under Mid-Continent management. WTIX now leads morning, afternoon, all day.

3rd in order of time: WHB, Kansas City (1954). Under Mid-Continent management WHB quickly ran away with the radio day, locally and regionally. Current Hooper: 47.7%! AREA NIELSEN—42.9%! 70-COUNTY AREA PULSE—first every time period, 25% ahead of 2nd station.

and now WDGY

MINNEAPOLIS-ST. PAUL 50,000 WATTS

Dramatically successful in Omaha, New Orleans and Kansas City, the Mid-Continent formula now brings a "new listen" to the Twin Cities—with the kind of radio most people like to hear. New programming, ideas, music, news plus great coverage will win new audiences for WDGY—and your story. **This** is the time to buy WDGY—a great value today, destined to be an exceptional value tomorrow! Call Avery Knodel, or WDGY General Manager Stephen Labunski.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha Represented by H-R Reps, Inc.

WTIX, New Orleans Represented by Adam J. Young, Jr.

WHB, Kansas City Represented by John Blair & Co.

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel

The south's FIRST TV station

WTVR

RICHMOND

Serving Virginia with

MAXIMUM POWER – MAXIMUM HEIGHT

CHANNEL 6

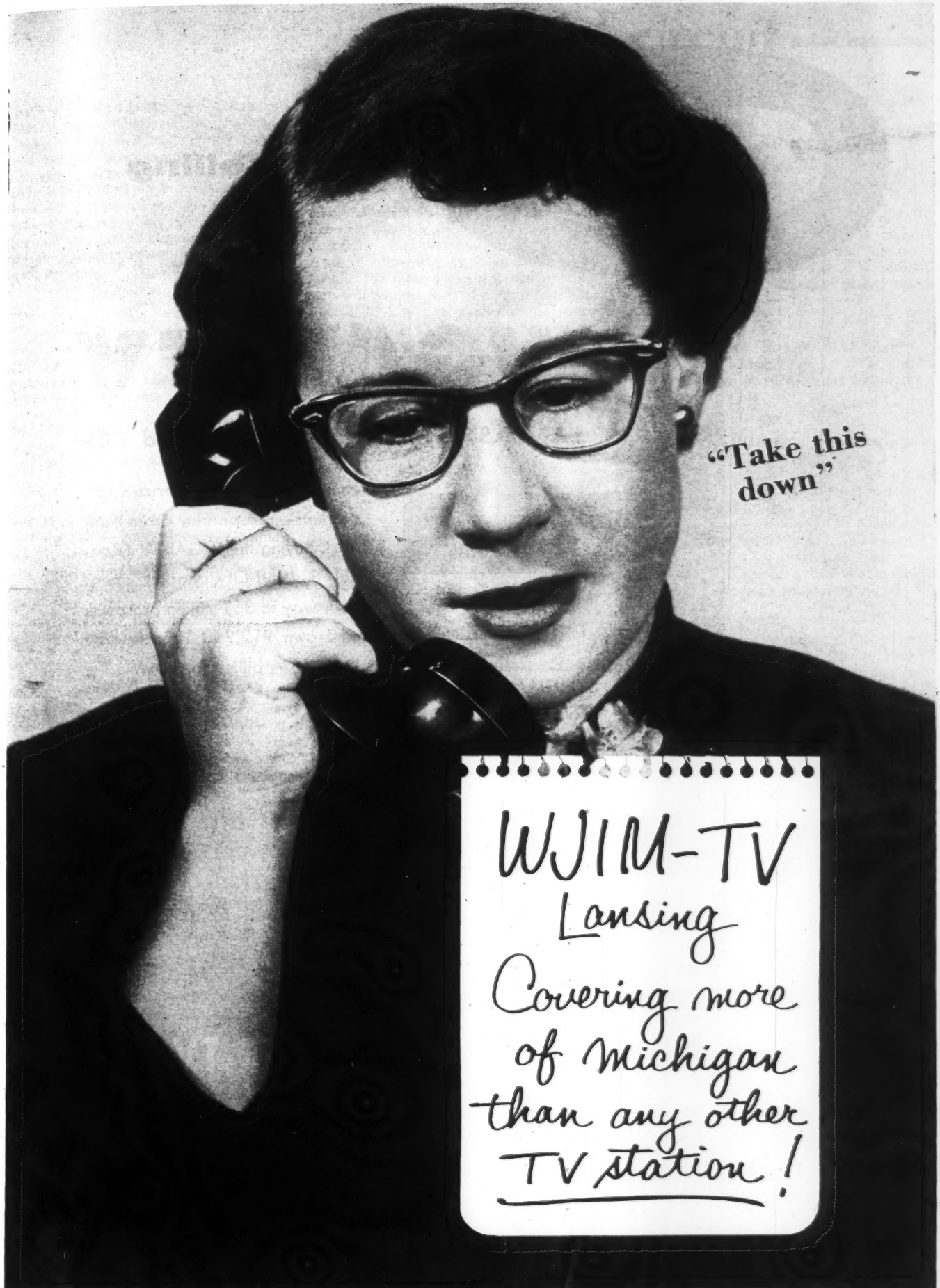
No other station in this market has any Greater Antenna Height

1049 FEET

And no other Station in this market has comparable TV Facilities to 1049 Feet on Channel 6

A service of Havens & Martin, Inc.
Represented by BLAIR TV INC.

HT



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

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LANCASTER, PENNA. NBC and CBS

Here's truly one of America's KEY markets—prosperous, diversified, vast. Buying the WGAL-TV Channel 8 Multi-City Market opens your way to 3½ million prospects who own 912,950 TV sets, who have $5½ billion *to spend.*

STEINMAN STATION
Clair McCollough, *Pres.*

CHANNEL 8 MULTI-CITY MARKET

MR. CHANNEL 8

REPRESENTATIVES:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

FEWER DIRECTORS • Action of NARTB joint boards Friday directing membership referendum on elimination of eight at-large directors in 1957 may be harbinger of other board changes. Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention. Regional idea gained popularity with success of eight-meeting autumn schedule in 1955, replacing original 17-meeting plan.

B•T

COMPOSITION of NARTB Tv Board, comprising 14 members (18 authorized), also may be changed. View is developing in favor of having same number of directors but eliminating requirement that two of them must be from tv-only stations. All tv directors, except one from each member network, are elected on at-large basis during annual convention.

B•T

NBC HAS NIBBLES • Avco Manufacturing Corp., New York, through Compton Adv., is negotiating with NBC for complete political coverage. Ford Motor Co., previously reported interested, is also dickering. NBC's total asking price is $5-6 million, depending on whether it's singly or multiply sponsored.

B•T

ONE of first appointments to be made to "augmented" Senate Commerce Committee ad hoc *committee on television allocations (story page 58) will be A. Earl Cullum Jr., Dallas consulting engineer. Mr. Cullum filed comments in his own name in FCC allocations proceeding, calling for additional vhf channels from 72-76 mc band and from fm, taller towers, cross-polarization, high gain antennas, differences in standards for Grade B coverage for vhf and uhf, among other suggestions.*

B•T

PROTECTIVE SOCIETY • Whether formal organization of group to protect coverage of vhf stations against encroachment of "drop-ins" and directional antennas will be set up, awaits meeting of score of stations during NARTB April convention in Chicago. Group has asked Washington attorneys to draft opinion, with founding members to kick in $500 each for preliminary work. Behind idea are P. A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; Harold Hough, WBAP-TV Fort Worth, and George B. Storer Jr., Storer Broadcasting Co.

B•T

MONITORING of individual tv station programs as well as those of networks to check on commercial content is planned by NARTB Tv Code Review Board. Budget was expanded $8,000 for new function.

B•T

GROWING PAINS • When CBS Chairman William S. Paley arrives in Hollywood Feb. 12 for visit, he will find mammoth Television City bursting at seams from growing program production. Top of agenda for talks with local network officials will be expansion of present four huge studios to six, plus added office space. Owned KNXT (TV) there also needs bigger operating quarters.

B•T

NOT ON record at Denver court trial of Canon 35 vs. modern news media (story page 76) is undercurrent of grumbling by those bearing brunt of industry presentations. Newspaper photographers, as working men with no funds behind their association, feel two major editor-publisher organizations gave them only pittance to help finance their case plus minimum help in form of briefs and witnesses. Broadcasters, whose case starts today (Monday), take dim view of failure of Federal Communications Bar Assn. to appear on their behalf or to file brief. Out of these proceedings before Colorado Supreme Court judge will come precedent-making decision on access of radio-tv to courts.

B•T

MOVIE MANEUVERS • Negotiations have been completed between ABC-TV and Walt Disney Studios for *Mickey Mouse Club* for next season, with network reported to have agreed to pay 30% increase in program costs over initial year's outlay for hour-long, Mon.-Fri. series.

B•T

ABC-TV, dickering for Warner Bros. backlog of motion pictures [B•T, Jan. 30; also see story page 48], most likely will wind up buying only part of package. Warner Bros. is known to be negotiating with tv film companies for other portions.

B•T

FORD IN WHOSE FUTURE? • Ford Motor Co. reportedly has narrowed choice to Foote, Cone & Belding or Leo Burnett Co. as agency for new medium-priced automobile which it plans to introduce with $12 million advertising budget. But final decision may take several weeks. Last word on agency selection is up to Ford's policy-making administrative committee.

B•T

IN WHICH major market does RCA consider it is doing best in color set sales? Chicago is answer supplied by set making officials who ought to know. For some reason—they speculate that perhaps publicity surrounding all-color conversion of WNBQ (TV) by April has sparked it—this market shows most excitement (and sales) in tinted sets.

B•T

SPREADING SPOTS • American Tobacco Co. (Pall Mall cigarettes), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, is buying 13-week radio spot announcement campaign in 54 markets located in 10 southern and southwestern states. This campaign is in addition to 52-week spot schedule placed recently.

B•T

WILLIAM K. TREYNOR, NARTB station relations manager for past several years, will resign to accept sales post with TelePrompTer Corp.

B•T

RADIO RATE RISE • Only seven months after it substantially hoisted spot announcement and time rates (Aug. 1, 1955), WIND Chicago plans again to introduce new rate card (No. 21) about March 1. It calls for approximately 20% boost in Class A (6:30 a.m.-7 p.m.) and about 10% in Class B (7 p.m.-11 p.m.), attesting to healthy financial trends among independent music-news radio stations.

B•T

IT wasn't announced when FCC revamped Broadcast Bureau hearing division, but Robert J. Rawson, who has been acting chief since resignation of Frederick Ford two years ago, is due to be named chief of new hearing branch in Broadcast Facilities Branch. At one time Rawson was considered to succeed Ford, but internal wrangle developed among commissioners and matter was tabled.

B•T

HIGH COURT RECOURSE • It's pretty good bet that WTSP St. Petersburg, Fla. (*St. Petersburg Times*-Nelson Poynter) will ask Supreme Court to review two-to-one decision by the Circuit Court of Appeals upholding grant of Tampa-St. Petersburg ch. 8 to *Tampa Tribune*-WFLA [B•T, Jan. 23]. Main issue is diversification.

B•T

THOUGH thousands of miles at sea, tv entertainment is still in order for some of Navy. Armed Forces Radio Services installing tv station aboard aircraft carrier now operating in Pacific. Like AFRS tv outlets, this to be low-powered vhf and will telecast kinescopes of popular U. S. network shows. When in tactical position with carrier, supporting craft can pickup programs on receivers set up in various recreational gathering points. An even dozen AFRS tv's now operating as morale boosters at isolated bases of Army, Navy and Air Forces. Plan of AFRS: to have 15 in operation by end of year.

KTHS (LITTLE ROCK) goes "Great Guns" for Gunn Distributing Co!

Mr. W. C. Coleman, founder of the Coleman Co., Wichita, Kansas, presents gold cup to Leland Gunn — nation's best 1955 distributor for famous Coleman Blend-Air Heating.

GUNN DISTRIBUTING COMPANY
WHOLESALE DISTRIBUTORS

November 01, 1955

Mr. Vaughn Webb,
Sales Manager, KTHS
Radio Station KTHS
Little Rock, Arkansas

Dear Vaughn:

With the help of KTHS we have just finished the most successful merchandising promotion in our history. Our sales during our October-November promotion, built around our move into our new warehouse building at 1401 Main Rock Street, averaged 70% more than last year.

We have just returned from Wichita, Kansas, where we received a gold cup marking us as the Nation's Best Coleman Distributor for 1955! We also won this award in 1954, so we feel you are certainly to be commended for the part KTHS has played in our continued growth. Here is why: In 1954, we used KTHS as well as all types of advertising media to our full promotion so that the results would not be pinpointed.

This year we used only KTHS and can truly say that radio has played the dominant role in making our 1955 Fall campaign the most successful promotion ever scheduled by Gunn Distributing Company.

We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the State were convinced that you have a tremendous listening audience.

Many thanks for the part you played in our success.

Cordially yours,

Leland Gunn

LG:fs

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote!

"Our sales during October-November . . . average *70% more than last year.*

"... we received a gold cup ... the Nation's Best Coleman Distributor for 1955! ... in '54, we used KTHS as well as all types of advertising media ... this year we used *only KTHS* and can truly say that radio has played the dominant role ... *most successful promotion* ever scheduled by Gunn ...

"We will be happy to certify to the wide coverage and *pulling power of KTHS.* Our *dealers all over the state are convinced* ..."

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

KTHS 50,000 WATTS CBS RADIO

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

at deadline

Beville, McCray, Yoder Appointed NBC V.P.'s

ELECTION of three new vice presidents of NBC being announced today (Mon.) by President Robert W. Sarnoff. They are: Hugh M. Beville Jr., vice president for planning and development; Thomas C. McCray, vice president and general manager of NBC's KRCA Hollywood, and Lloyd E. Yoder, vice president and general manager of NBC's newly acquired WPTZ (TV) and KYW Philadelphia, which become WRCV-AM-TV on Feb. 13.

Mr. Beville has been director of research and planning since October 1952.

Mr. McCray joined NBC in 1944. He became general manager of KRCA in February 1954.

Mr. Yoder joined NBC in 1927. Messrs. Yoder and McCray report to Charles R. Denny, vice president in charge of NBC owned stations and spot sales. Mr. Beville will report to Administrative Vice President J. M. Clifford.

NARTB Regional Meetings To Be Continued in 1956

NARTB regional meeting format will be continued in 1956, with autumn sessions cut from three to two days, under plan approved Friday by NARTB combined boards at Chandler, Ariz. (early stories pages 42, 46, 47). Meetings will be held between Sept. 17 and Oct. 23.

C. E. Arney Jr., secretary-treasurer for over 16 years, retires July 1 with Everett Revercomb, his assistant up to 1950 and since with National Assn. of Home Builders, taking his place.

Plan to drop eight at-large radio directors (see early stories) was approved by joint board and goes to referendum vote. Small, fm, medium and large station directorships, two for each, will be dropped. Total combined boards after 1957, if approved by membership, will allow 22 radio and 18 tv directors (14 tv directors now on board).

Joint board adopted policy statement on importance of access to public proceedings if radio-tv are to be more than mere entertainment media. Robert D. Swezey, WDSU-TV New Orleans, reported as chairman of Freedom of Information Committee. Judge Justin Miller told directors he will be first radio-tv witness today (Monday) at second week of Colorado Supreme Court hearing on media access (early story page 76). Resolution adopted praising Colorado broadcasters for aggressive role in proceedings.

Group insurance plan for station personnel adopted, effective when underwriter is selected. Howard Bell, assistant to president, reported 37 of 47 state associations have accepted invitation to Feb. 21 meeting in Washington.

Next meetings of board will be June 20-22 in Washington and Feb. 6-8, 1957, at Hollywood Beach, Fla. William Fay, WHAM-TV Rochester, named representative to Canadian Assn. of Broadcasters meeting.

Schedule of regional meetings now stands this way: Region 5, Sept. 17-18, Minneapolis; 7, Sept. 20-21, Salt Lake City; 8, Sept. 24-25, West Coast; 6, Sept. 27-28, Oklahoma City; 2, Oct. 11-12, Washington, D. C.; 1, Northeast, Oct. 15-16, not selected; 4, Midwest, Oct. 18-19, not selected; 3, Oct. 22-23, probably Birmingham.

BOOMERANG

ARIZONA GOV. Ernest W. McFarland greeted NARTB board members at their Friday luncheon in Chandler, Ariz., with a happy thought. After being introduced by President Harold E. Fellows as former Senate Majority Leader, ex-Chairman of the Senate Interstate & Foreign Commerce Committee, and author of the McFarland Bill, Gov. McFarland, who is principal owner of KTVK (TV) Phoenix, observed, "I, too, have received a McFarland letter from the FCC."

• BUSINESS BRIEFLY

NUCOA TV-LOOKING • Best Foods, in behalf of Nucoa, reportedly seeking availabilities for 1½ minute tv spots in markets other than those it covers as participant in ABC-TV's *Afternoon Film Festival*. Advertiser is said to be asking for rates for 1½ minute spot segments or three 1½ minute spots at five minute rate. Agency: Dancer-Fitzgerald-Sample, N. Y.

TANGEE FOR TEENAGERS • George W. Luft & Co. (Tangee lipstick), Long Island, N. Y., planning to buy three 4-week cycles of radio campaign built around station personalities appealing to teenagers. Campaign will break March 5 in approximately 12 major markets. Warwick & Legler, N. Y., is agency

RADIO FOR TAREYTON • American Tobacco Co. (filter tip Tareyton cigarettes), N. Y., placing radio spot announcement campaign effective Feb. 13 in number of markets. Length of contract is indefinite. M. H. Hackett Inc., N. Y., is agency.

CANDY CAMPAIGN • D. L. Clark Co. (Clarks candies), Pittsburgh, plans to buy early-morning radio spot campaign in 17 markets. Tentative starting date is Feb. 13, running for 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Weitman To Be CBS-TV V. P.

ROBERT M. WEITMAN, who resigned last week as vice president for programming and talent of ABC-TV and as vice president of American Broadcasting-Paramount Theatres Inc. (see story, page 83), will join CBS-TV on Feb. 15 as vice president in charge of program development, J. L. Van Volkenburg, CBS-TV president, is announcing today (Monday). He will report to Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

BUTLER TO SUPPORT 'EQUAL TIME' PLAN

PAUL BUTLER, chairman of National Democratic Committee, is expected to support with reservations Stanton plan to amend Sec. 315 (a) "equal time" provisions of Communications Act in testimony tomorrow (Tues.) before House subcommittee headed by Rep. Oren Harris (D-Ark.) (story page 54).

Although Mr. Butler had not framed testimony late Friday, he was known to be in sympathy with objectives of bill (HR 6810) which would permit stations and networks to decide on political candidates who could appear on news, interview and forum-type programs, without being subject to "equal time" demands from opponents.

Idealistically, Mr. Butler thinks intent of amendment as stated by proponents—to present candidates of two major and other sizable parties—is "wonderful," but is concerned about what he feels are few stations which might abuse privilege by giving one candidate advantage over another. He does not feel networks are likely to show bias in presidential campaigns.

Mr. Butler thinks there might be possibility of industry-imposed control over stations to keep them from leaning too far to one side, especially in congressional and local elections.

He also favors some provision to give parties with substantial followings same advantages as two major parties, by some system as percentage of votes smaller party's candidate received in last election, or by petition, both suggested last summer by *Washington* (D. C.) *Post*.

CBS Vice President Richard Salant, during questioning following his statement Friday before House group, said if amendment is enacted stations and licensees still will be required to balance programming under public interest mandate of Communications Act.

If licensee favors one candidate, he said, FCC can revoke license and will not have to wait until license renewal time (e.g., after election) to remedy abuse. He told congressmen CBS programming must conform with FCC rules, since rules are enforced through affiliates and network's owned stations.

Asked about preferential time charge to candidates, he said this goes toward question of free time; that broadcasters shouldn't have to give away free "what everybody else gets paid for."

Congressmen seemed skeptical that broadcasters could "resist human temptation" and not favor one candidate. Some expressed keen interest in how third party would fare in presidential campaign.

Mr. Salant said no network can ignore significant political trend because of viewer reaction and other factors, including public interest.

He told Rep. Harris that situation might be helped if Congress would give FCC some "guidance" and power to "relax" Sec. 315 (a). He didn't believe it could be solved entirely by FCC in merely amending its own rules.

Mr. Salant was asked for copy of CBS criteria on network affiliation policies and agreed to furnish it, but balked at giving financial information on comparison of CBS owned and affiliated and other stations, saying FCC keeps this information confidential.

Rep. Peter F. Mack Jr. (R-Ill.) asked whether congressional candidate could buy time at station's national spot instead of local rates and was told it probably would depend on size of his district.

KCMO
RADIO
CBS
RADIO
Everybody loves KCMO-Radio
KCMO
Kansas City's CBS Radio Affiliate
on 810 kc. with 50,000 watt coverage
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Appeals Court Denies Stay In 3 Deintermixture Cases

STAY against FCC's final grants of vhf stations in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind., denied Friday by U. S. Court of Appeals in Washington. Ruling came three weeks after arguments before three-judge court [B•T Jan. 16].

Rulings were two to one, with Circuit Judges John A. Danaher and George T. Washington voting to deny stays, Judge David L. Bazelon dissenting. Announcement Friday said opinions would be issued later.

At issue were Commission's final grants in cities where strong moves had developed among uhf operators for deintermixture by deleting single vhf channel to make communities all uhf. Involved were following:

Corpus Christi ch. 6 grant to KRIS, appealed by ch. 22 KVDO-TV same city; Madison ch. 3 grant to WISC there, appealed by ch. 27 WKOW-TV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTVO (TV) Rockford, Ill.; Evansville ch. 7 grant to Evansville Television Inc., appealed by ch. 62 WFIE (TV) that city; ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville, Ky.

Appeals were made by uhf stations and others interested in deintermixing these three cities. Point in issue was FCC's November 1955 action denying all deintermixture petitions, refusal to hold up final decisions on pending vhf cases. Still pending are 10 final vhf decisions, many of them involving so-called deintermixture cities.

Court's action refusing to stay grants implies that FCC is free to resume acting on these vhf situations. For past few weeks, Commission has delayed action awaiting word from court. At same time, appeal of uhf operators against FCC grants remains on court docket for argument and decision on merits.

KFRE Holds Out New Angle In Plugging for Intermixture

UNIQUE ARGUMENT in favor of continuing intermixture (combination vhf and uhf television channels in same city) has been filed with FCC. In reply comments submitted by KFRE Fresno, winner of ch. 12 contest in that city, point is made that if intermixture is not continued demand for uhf receivers will fall off. This would jeopardize continuance of uhf band for tv, KFRE said, necessary for full-scale nationwide tv system.

KFRE also implied deintermixture advocates more interested in delaying competition than in overall betterment of tv allocations, since most markets which are object of deintermixture petitions already are uhf converted. Thus, Fresno grantee said, if uhf fails in such areas, failure will be due to competitive factors, not because one v is operating with u competitors.

Other reply comment filed Friday (see early story page 58) was from Ajax Enterprises (Herbert Mayer), grantee of ch. 23 WPHD (TV) Philadelphia and ch. 38 WHMB (TV) Boston. Advocate of deintermixture, Ajax declared result would be aid to surrounding communities like Atlantic City, Trenton and Bridgeton, N. J., and Worcester, Cambridge, Brockton, Lawrence and Lowell, Mass.

New Receiving Antenna Claims Sensitive Channel Separation

ANNOUNCEMENT of new tv receiving antenna, due to be made this week by Holloway Electronics Corp., Fort Lauderdale, Fla., will contain startling claim: that it will permit vhf co-channel tv stations to be placed as close as 50 miles; adjacent channel stations as close as 10-12 miles. Present spacing is 170 miles in Zone I, 190 miles in Zone II, 220 miles in Zone III.

Implications in current allocations proceeding is obvious but FCC and Washington consulting engineers warn there are limiting factors that make dubious all-embracing worth of development.

Antenna system is dubbed I.R.I.S. (Infinite Rejection Interference System). It comprises two rotatable antennas. One is pointed toward desired signal, other at undesired signal. Both signals must come from different directions. Undesired signal is "phased out" by one antenna, so receiver is fed nothing but desired signal. Device is being marketed at from $6 to $61 list price, depending on gain needed. Developer is John Holloway, former Raytheon television transmitter engineering executive.

Moviemen Out To Reduce AFM Cut on Tv-Released Films

FOUR-MAN task force of moving picture industry huddled with American Federation of Musicians in New York last week. Aim: to reduce current 5% slice union gets on movies released to tv. Current contract runs through 1958.

In charge of negotiations with AFM are B. B. Kahane, Columbia Pictures; Edwin L. de Patie, Warner Bros.; Fred Meyer, 20th Century-Fox, and Charles Boren, industrial relations vice president, Motion Picture Producers Assn. Industry men maintain union cut is oppressive, is impeding negotiations with tv.

WMUR Manchester Sale Filed

APPLICATION filed Friday asking FCC approval to sale of WMUR Manchester, N. H., from Radio Voice of New Hampshire Inc. to Northeast Broadcasting Corp. for $150,000. Northeast is solely-owned by Madeleine M. Girolimon (insurance interests). Application made clear that tv affiliate, ch. 9 WMUR-TV, is not involved in transaction nor are WMUR call letters being assigned. One of Northeast directors, Warren H. Journay, is former manager of WKBR-AM-FM Manchester. WMUR is on 610 kc, operates with power of 5 kw day, 1 kw night, and is affiliated with ABC and Yankee networks.

Kagran Takes on NBC Film

OPERATIONS of NBC Film Div. have been transferred to NBC's wholly-owned subsidiary, Kagran Corp., NBC President Robert Sarnoff is announcing today (Mon.). NBC film syndication activities continue to be directed by Carl M. Stanton, NBC vice president, who also has been elected vice president of Kagran.

PEOPLE

EDWARD NICKEY, head of Chicago office of Radio-Tv Representatives Inc., station representation firm, named vice president. **FRANK J. HANOSKI,** Dun & Bradstreet sales representative, formerly in radio in Coral Gables, Fla., joins New York office of Radio-Tv Representatives as sales executive, effective today (Mon.).

E. JAMES McENANEY JR., formerly account executive, Bo Bernstein & Co., Providence, R. I., to WPAW Pawtucket, R. I., as executive vice president. He will be in charge of station's sales and programming.

RUPE WERLING, WIBG Philadelphia, appointed vice president in charge of production.

JOHN M. FORNEY JR., Robert Luckie & Co. agency, Birmingham, Ala., appointed vice president and director of radio and tv.

GUNNAR ANDERSON, art director, Ellington Inc., N. Y.; **LEONARD SIROURTZ,** designer, L. W. Frohlich, N. Y., and **HELEN WHEELER,** associate copy director, Paris & Peart, N. Y., to Grey Adv., N. Y. Messrs. Anderson and Sirourtz joint Grey as art directors and Miss Wheeler as radio-tv writer.

PHIL MERGENER, Chicago sales representative for Official Films Inc., to sales staff of Ziv Tv Programs Inc., same city.

DAVID KLINGER, executive in CBS-TV business affairs department since joining in April 1950, named budget control manager of department.

Tatum Joins Disney

DONN B. TATUM, director of tv for ABC Western Div., named production-business manager, Walt Disney Studios, effective immediately. One time Don Lee-Mutual vice president, Mr. Tatum has also served as west coast counsel for RCA, NBC and ABC.

Comings, Goings at WLS

BRUCE DAVIES, Chicago radio-tv market reporter at Chicago Livestock Exchange, will join WLS Chicago as farm director effective Feb. 14, replacing Dix Harper, who leaves after six years with Prairie Farmer station, it was revealed Friday. Mr. Harper joins Aubrey, Finlay, Marley & Hodgson Inc., Chicago agency, as account executive for radio-tv on International Harvester account.

In another change, Norman Syse, member of WLS news department, joins WBBM Chicago's news staff this month. Announcement expected this week on further realignment at WLS.

Patent Suit Called Off After Haffa Donates $100,000

PATENT INFRINGEMENT suit against Webster-Chicago Corp., maker of tape recorders and related products, has been abandoned by Illinois Institute of Technology on heels of $100,000 donation to institute by Titus Haffa, president and majority owner of Webcor. Dismissal order was entered in U. S. District Court after attorneys reached agreement on suit filed by Armour Research Foundation, IIT affiliate, on Dec. 1, 1955. About $40,000 in back royalties covering 14 IIT patents will be paid in settlement, according to John Rettaliata, institute president.

the week in brief

AAAA CONSENT DECREE

Advertising agency association agrees to stop insisting on 15% commission, fighting against rebates and urging media to deal with "recognized" agencies, in entering consent decree with Dept. of Justice 27

PHILIP MORRIS TO AYER

Cigarette account moves to N. W. Ayer & Son from Biow-Beirn-Toigo May 1, fourth account to leave B-B-T in two months 28

WHAT AGENCIES WANT TO KNOW

WFMY-TV Greensboro, N. C., surveys advertising agencies, finds they want to know things stations are not telling them, aren't interested in many things they now get 31

WHAT'LL YOU DO?

Guild, Bascom & Bonfigli sends tv stations list of "minimum acceptable" promotional aids, calls it "an important consideration" in placement of spot campaign for Foremost Dairies 32

MORE TESTS FOR TV AUDIT

are ordered by NARTB Tv Board at Chandler, Ariz., meeting. Board also adds bait-switch clause to Tv Code, increases budget 42

RADIO CODE SYMBOL OK'D

NARTB Radio Board approves air-identification for stations adhering to association's standards 47

EVEN BREAK FOR NEWSPAPERS

is given by FCC in comparative hearings for broadcast licenses, Commission Counsel Baker tells House subcommittee, cites newspaper ownership of 30% of tv stations 50

'EQUAL TIME' ARGUED

Requirement that equal time be given to all political candidates should be removed, CBS tells Congressional subcommittee; FCC opposes the change 54

COUNTER COMMENTS

on FCC's overall review of tv allocations start coming in; flood expected on deadline day, Wednesday 58

'ANTENNA FARMS' URGED

FCC Comr. Robert E. Lee wants radio and tv towers over 500 feet high required to group in a single area to reduce hazard to planes 60

GREAT LAKES TV FAVORED

FCC Examiner Irion recommends award of Buffalo ch. 7 to newspaper-station-theatre group 62

COLLINGWOOD CHALLENGED

House Committee on Un-American Activities takes issue with denial of New York AFTRA president that there are active Communists in its ranks 63

RADIO-TV GETTING DAY IN COURT

Broadcast testimony on rights of equal access to courtroom for camera and microphone with pen and pencil begins today before Colorado Supreme Court 76

COLOR PROFITS IN SIGHT

RCA, ready for mass production of color sets, expects them to show profits this year, to be greatest part of its tv set sales income in 1957 85

PEAK TV SET OUTPUT IN '55

Last year's production of 7,746,521 tv sets was alltime high, RETMA reports; radio set figure of 14,894,695 best since 1948 87

departments

Advertisers & Agencies	28	Government	50	Open Mike	16
At Deadline	7	In Public Interest	88	Our Respects	20
Closed Circuit	5	In Review	14	Personnel Relations	82
Colorcasting	35	International	89	Programs & Promotion	90
Editorial	102	Lead Story	27	Program Services	66
Education	88	Manufacturing	85	Stations	76
Film	48	Networks	83	Telestatus	67
For the Record	92	On All Accounts	22	Trade Assns.	42

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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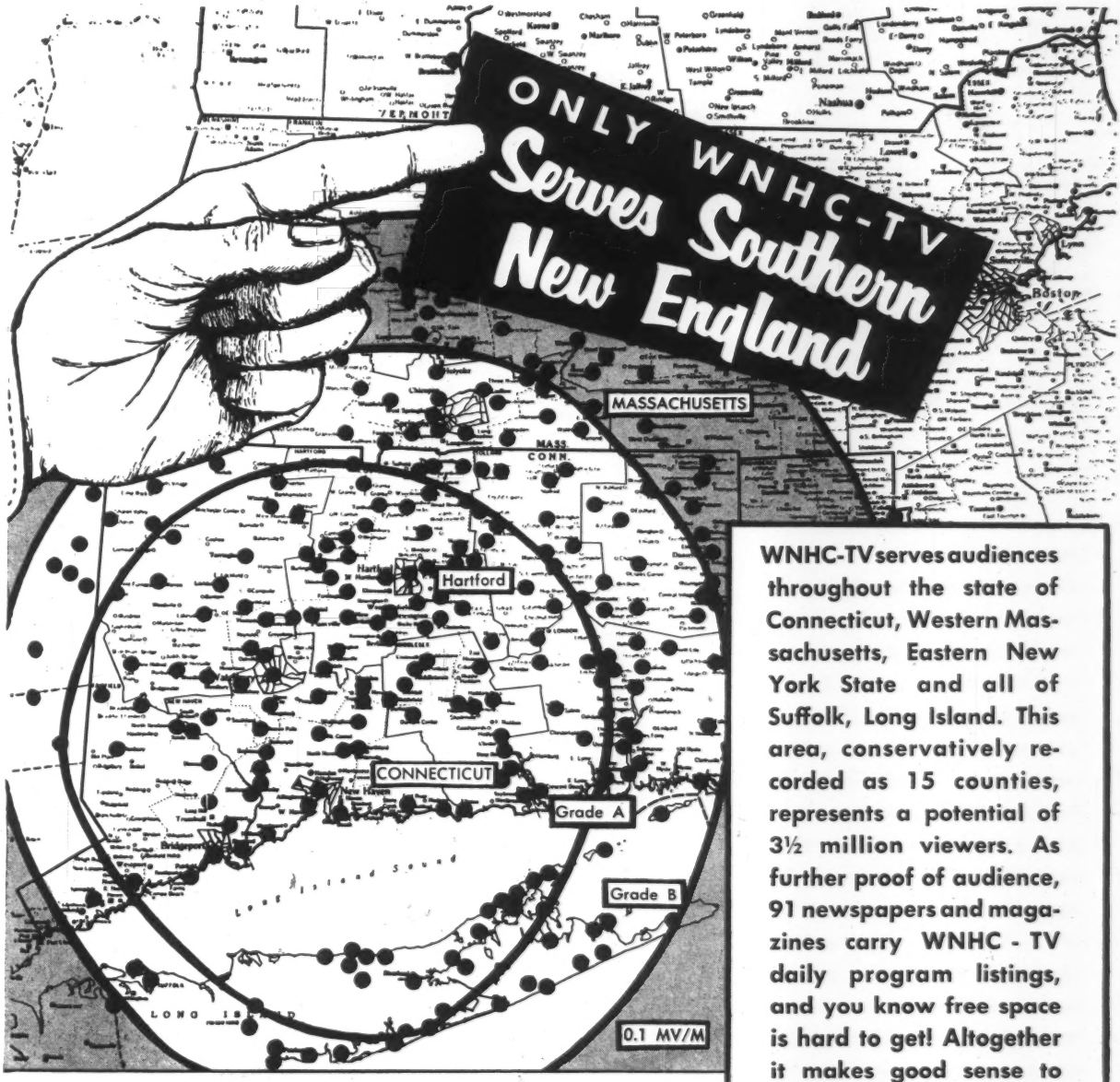


WNHC-TV serves audiences throughout the state of Connecticut, Western Massachusetts, Eastern New York State and all of Suffolk, Long Island. This area, conservatively recorded as 15 counties, represents a potential of 3½ million viewers. As further proof of audience, 91 newspapers and magazines carry WNHC - TV daily program listings, and you know free space is hard to get! Altogether it makes good sense to buy the one station which delivers the entire southern New England market!

Mail map (black dots) based on 10,000 letter response, completed December 1955

WNHC

COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.

Channel 8 • Television

60 Seconds is all it takes...

YEARS of research preceded it, yet the actual discovery of processed rubber came to Charles Goodyear in a flash of inspiration. Perhaps in just 60 seconds.

Today, to discover new prospects for your products—swim caps in the South, ski caps in the North—to move merchandise most anywhere—60 seconds is all it takes on Spot Radio—and . . .

It costs *less* to reach *more* of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 seconds—or *less*—is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas-Ft. Worth	NBC-ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC-ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis-St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY

ORIGINAL STATION

NEW YORK CHICAGO ATLANTA

Y & CO., INC.

TION REPRESENTATIVES

NTA DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS

WGR

Sell the Nation's
14th Largest Market!
. . . use WGR's
Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

Helen Neville Show
1:00 - 1:15 PM Mon. - Fri.
Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO STATION
Hotel Lafayette
Buffalo, N. Y.

NBC Basic Affiliate

•

Representatives:
FREE AND PETERS

IN REVIEW

INSIDE BEVERLY HILLS

IF Mr. and Mrs. America want to see how the movie stars live, they will have to buy the 50-cent map and look for themselves, regardless of what Art Linkletter promised in opening NBC-TV's *Inside Beverly Hills* spectacular. Other than some excellent dancing (partly filmed down Wilshire Blvd.), a couple of Tony Martin songs in good mood settings and a dash of Marx Brothers' humor, the show almost didn't get inside.

Occasioned by Beverly Hills' 50th anniversary, the NBC-TV program spoofed the famous little city more than lightly. A big share of its illustrious residents clutched coffee cups in a make-believe restaurant in NBC's color studios at Burbank and watched film inserts of visits with their equally illustrious neighbors. The film clips gave the intent viewer only a fleeting glimpse of this ultimate in suburbia. Often they were awkward front-lawn interviews showing lineups of children and parents instead of homes, although the camera tour of Harold Lloyd's fabulous estate ("16 or 20 acres," he couldn't recall exactly) sparked imagination of what was not seen elsewhere.

An entertainment highlight was the cartoon drama used by U. S. Rubber to impress the safety features of its auto tires.

Production costs: $150,000.
Sponsored by U. S. Rubber, Mabelline, Tums, Kraft Food Co. on NBC-TV as Jan. 29 Sunday Spectacular, *in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.*
Producer: John Guedel; assoc. producer: Harry Spears; director: Dick McDonough; assoc. director: Roy Montgomery; writers: Glenn Wheaton, Mannie Manheim; unit production manager: Gino Conte; musical director: Gordon Jenkins; art director: Jay Krause; choreography: Earl Barton.
Stars: Art Linkletter, Groucho Marx, Tony Martin, Peter Lawford, Sheldon Leonard, Chico Marx, Helen O'Connell, plus the movie greats whose homes were visited or who appeared as special guests.

POLITICS, U.S.A.

THE WISDOM of keeping recordings of old radio programs was never proved better than on Jan. 29, when *America's Town Meeting of the Air* dug into its grabbag and pulled out "Politics, U.S.A.," a special hour-long documentary made up chiefly of the highlights of political debates on various Town Hall broadcasts over the past 20 years.

Here were Republican Presidential candidates Robert A. Taft, Wendell L. Willkie, Thomas E. Dewey and finally the successful one, Dwight D. Eisenhower. Here were Presidents Franklin D. Roosevelt and Harry S. Truman, the latter delightfully caught in the exhuberance of the morning-after-election-day of 1948, gleefully imitating H. V. Kaltenborn's reading of vote returns the previous midnight. Here were many more familiar (or at least once familiar) names and voices debating the Third Term, the Fourth Term, government versus business, civil rights and many other burning political issues.

Will Rogers Jr., narrator, had little to do except identify the speakers and it was not his fault that frequently and annoyingly the identifications followed the speeches instead of preceeding them. Aside from that minor flaw producer-editor William H. Traum and editorial supervisor Harriet C. Halsband deserve plaudits for selecting from what must have been a terrifying mass of material just the right bits to make up a dramatic picture of *Politics, U.S.A.*

Production costs: Approximately $500-$600.
Broadcast Jan. 29 as a special domumentary item of America's Town Meeting of the Air, *ABC Radio, Sun., 8-9 p.m. EST.*
Producer-editor: William H. Traum; editorial supervisor: Harriet C. Halsband; director: Richard Ritter; recording engineer: Phil Pollard.
Narrator: Will Rogers Jr.

FESTIVAL OF MUSIC

IT WAS ALMOST a surfeit of good music that NBC served up Jan. 30 on the *Producers' Showcase* "Festival of Music" colorcast. Certainly it was a rare treat to hear Sol Hurok's dozen or so performers who represent the cream of the country's artists. But you can't live a lifetime in an hour and a half. Nor did all the performers seem quite happy with this recital form. There just wasn't time to relax.

Still it was an exciting evening. Television technique did a lot for the opera favorites that predominated in the program. A camera capsule of the story can make a song, sung in a foreign language, more meaningful than it would ordinarily be. Costumes, sets and lighting managed not to dominate but to enhance the music. Instrumental numbers and Marian Anderson's spirituals, of course, were done in conventional dress, but artful lighting accomplished a stylized effect as beautiful as the dressed-up opera settings. Elaborate production, plus color, made "Festival of Music" the feast it set out to be, with only the chronic complaint after a big meal. The partaker is grateful, but next time let's savor the treats more slowly.

Production costs: $200,000.
Sponsored by: RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y., on NBC-TV Jan. 30, 8-9:30 p.m.
Master of ceremonies: Charles Laughton; musicians: Marian Anderson, Renata Tebaldi, Jussi Bjoerling, Zinka Milanov, Jan Peerce, Roberta Peters, Gregor Piatigorsky, Artur Rubinstein, Isaac Stern, Rise Stevens, Blanche Thebom, Mildred Miller, Leonard Warren.
Producer: S. Hurok; supervisors: Donald Davis, Dorothy Mathews; director: Kirk Browning; associate supervisor: Andrew McCullough; conductor: Max Rudolf; staging: Herbert Graf; scenery: Burr Smidt; costumes: Noel Taylor; ballet master: Zachary Solov; musical director: George Bassman; continuity: Jay Harrison; assoc. director: Dean Whitmore; technical director: Jack Coffey.

SEEN & HEARD

BITING THE HAND THAT FEEDS YOU DEPT.

LATEST ENTRY: "The Starlet," a drama about Hollywood life, on *The Goodyear Playhouse,* Jan. 29 (NBC-TV, Sun., 9-10 p.m. EST), which featured the following bit of dialogue:
TALENT AGENT: "Well, there's always tv . . ."
INGENUE: "Do you think I'm *that* bad?"
No, dear, *you're* not, but the play was.

BOOKS

ELECTRONIC ENGINEERING, by Samuel Seely. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 525 pp. $8.

THIS textbook, whose author is professor and chairman of the department of electrical engineering at Syracuse U., presents a detailed discussion of the numerous electronic circuits important in such diverse fields as television, radar, electronic control and instrumentation and computers. With its companion volume, *Radio Electronics,* this book is a revision and enlargement of the author's *Electron Tube Circuits,* although both books are independent self-contained texts.

Media Buyers
Account Executives
Sales Managers . . .

COME to HARTFORD

SEE

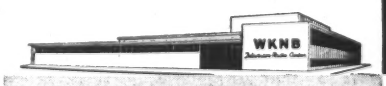
. . . why almost everyone in the Hartford-New Britain Market (*third richest in the U.S.A.*) considers WKNB-TV its very own station.

. . . why WKNB-TV packs such a powerful advertising wallop . . . 375,000 sets . . . 91% saturation in Hartford County.

WKNB-TV

Basic NBC

channel 30



STUDIO AND OFFICES WEST HARTFORD, CONN. — Represented by *The Bolling Company, Inc.*

#14
George Crammedfast

Seemed
dependable,
Real memory kid,

'Til last-minute copy,
Flipped his lid!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WFBM-TV
Channel 6
Indianapolis

WMT-TV
Channel 2
Cedar Rapids

Trademark registered U. S. Pat. No. 2655373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Radio's SRO in Muncie

EDITOR:

WHO SAYS RADIO IS DEAD AS ADVERTISING MEDIUM? SPECIAL EFFORTS BY SALES STAFF AT WLBC DURING LAST TWO WEEKS OF JANUARY RESULTED IN MUNCIE STATION BEING SOLD OUT COMPLETELY FOR MONTH OF FEBRUARY FROM SIGN ON TO SIGN OFF ALL SEVEN DAYS OF THE WEEK. P.S. ORDERS WILL BE ACCEPTED FOR MARCH.

Bill Craig, Comm. Mgr.
WLBC Muncie, Ind.

ADmonition

EDITOR:

The CBS Television affiliate in Norfolk is WTAR-TV. Although WTOV-TV may at times carry CBS Television programs under what we call a per-program agreement, WTOV-TV is not a CBS Television affiliate and I wrote that station on Jan. 30, 1956, asking that it discontinue referring to itself as such.

Edward P. Shurick
National Director of Station Relations
CBS Television, New York

[EDITOR'S NOTE: Mr. Shurick's statement followed the appearance of an advertisement for WTOV-TV in B•T for Jan. 30, in which the station called itself a CBS affiliate.]

The Pacific Northwest

EDITOR:

Thank you very much for the reprints from B•T's Jan. 9 issue with its most interesting section on the Pacific Northwest by J. Frank Beatty.

The reprints which I requested I passed on to my friends in the utility industry in that area, particularly to Mr. Paul McKee, president of Pacific Power & Light Co., who is mentioned extensively in the power section, and Mr. Kinsey Robinson, president of the Washington Water Power Co. of Spokane.

Stephen M. Walter
National Assn. of Electric Companies
Washington, D. C.

EDITOR:

. . . I found the contents of your article most interesting.

Russell V. Mack (R-Wash.)
House of Representatives
Washington, D. C.

EDITOR:

. . . We would appreciate your sending us three reprints of this article if they are available.

Frank Norton
Mgr. Commercial Research
Bethlehem Pacific Coast Steel Corp.
San Francisco, Calif.

Legislative Telecasts

EDITOR:

A story on page 68 of the Jan. 16 issue of B•T, reporting remote telecasting of a West Virginia legislative session by WSAZ-TV Huntington, ends with this paragraph: "The event was described by WSAZ as probably the first live telecast in the nation of an elective legislative body in law-making procedures."

On January 9, 1951, WKY-TV, Oklahoma City, telecast live remote the address of incoming Governor Johnston Murray to a joint session of the Oklahoma House of Representatives and the Senate. WKY-TV since has telecast numerous sessions, another Governor's address to a joint session(January 1955), a well as committee hearings on pending legislation.

There has been and is no question that WKY-TV was the first to telecast such legislative sessions live. We are happy to see WSAZ-TV has been able to perform the same type of public service. It is our hope that such live telecasts will be come a routine activity for all radio and tv stations.

P. A. Sugg, Mgr.
WKY-TV Oklahoma City

Blue Book Comment

EDITOR:

This is a comment on your editorial in the Jan. 16 issue, entitled "It Should Stay Out of Print." It refers to the Blue Book, a book which I did not like nor the idea behind it. But, down underneath, it served a purpose which was healthy for the business . . .

I do not want to see another Blue Book, but I think that you should continue to point out to the broadcasters that there are a lot of programming and commercial activities and advertisements on the air that need attention—or there will be trouble.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

Mexican Tv

EDITOR:

In your story on expansion by Sylvania in Mexico [B•T, Jan. 16], it is reported that Mexico has three tv stations operating.

Mexico has eight tv stations operating, two of them satellites carrying programs from the national capital into eight of the provinces. The six other tv outlets consist of three in Mexico City, one in Tijuana, one in Cuidad Juarez, and one in Monterrey.

The Monterrey outlet is the newest of the Mexican tv stations, having gone on the air late in August.

Marvin Alisky, Prof., Radio-Tv & Journalism
Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: The shortcount of Mexican tv stations was made by Sylvania, copied by a B•T reporter who reprehensibly neglected to check the 1955-56 TELECASTING YEARBOOK.]

Future for Radio

EDITOR:

Please send 100 copies of "Fight For Time" [B•T, Jan. 16], and also 100 copies of the second part of the story [B•T, Jan. 23]. I have many surveys, facts and figures, etc., etc., but this series is one of the finest things I have yet seen. You have done the industry a big fat favor by running it. It should be required reading for every announcer, writer, salesman, engineer, station manager and owner, etc. Congratulations for your efforts on behalf of radio.

Joe Milsop, Mgr.
WCPA Clearfield, Pa.

[EDITOR'S NOTE: Joint reprints of "Radio And The Fight For Time" and "Broadcast Evolution: From Radio To Radio" taken from the Columbia U. Report for NBC, *Future for Radio*, are now available at $15 per 100 copies.]

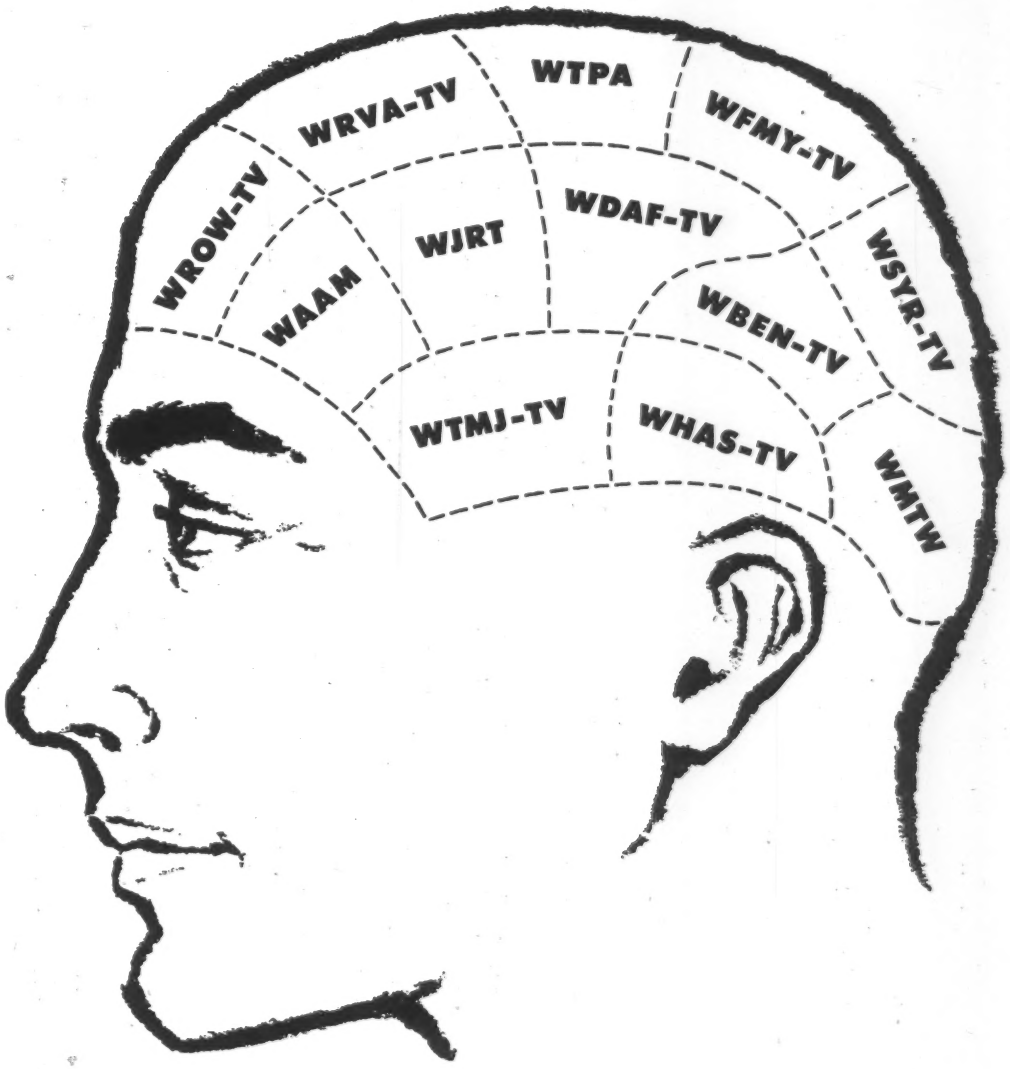
Mixed Nets

EDITOR:

By now you are of course very much aware that there was a typographical error on page 68 of your Jan. 23 book, but for the record may we say that KFMB-TV, ch. 8, is basic CBS and affiliated with ABC and KFSD-TV is basic NBC and they do carry some ABC shows.

Dan Bellus, Prom. Dir.
KFMB-TV San Diego, Calif.

[EDITOR'S NOTE: B•T regrets the mistake in copying which resulted in a mix-up of San Diego tv stations' network affiliations.]



Picture of a man with something on his mind...

He's concentrating on *one* objective: the finest possible representation for a limited number of television stations. This state of mind — unhampered by allegiance to any other medium — is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.
television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WROW-TV *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro* ***WTPA*** *Harrisburg* ***WDAF-TV*** *Kansas City* ***WHAS-TV*** *Louisville*
WTMJ-TV *Milwaukee* ***WMTW*** *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

Fastest-moving film in television!

They don't sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field... the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales *the biggest year of its life* in 1955.

Whatever your program choice may be—adventure, comedy, drama, Westerns or news—here you'll find the big-name, top-quality productions... every one a time-tested audience-winner.

And there's more to come, because expansion is the word for '56. *Nearly a dozen major new properties* are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There's expansion and excitement everywhere you turn, from story conference to shipping room!

And there's a show for *your* needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

CBS Television Film Sales, Inc.

Distributors of Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, The Range Rider, San Francisco Beat, The Whistler, Red Ryder and Newsfilm—a product of CBS News.

"And I Say, the Record Shows That KCRA-TV Really Rates in the Sacramento TV Market!"
The Senator

MORE "FIRSTS" THAN ANY OTHER SACRAMENTO TV STATION!

During its Total Weekly Telecasting Period, KCRA-TV has more *"firsts"* in the quarter-hour viewing periods than any other Sacramento television station—77% *more "firsts"* than the next Sacramento station!*

*Source:
American Research Bureau, Inc.
A Special Report on the Sacramento Television Audience
November 7 - 13, 1955

LOOK AT THE RECORD, CALL PETRY AND BUY KCRA-TV

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,00 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
Edward Petry & Co.

our respects

to HENRY RAWLE GEYELIN

AS MANAGER of advertising service for the Metropolitan Life Insurance Co., New York, Henry R. Geyelin oversees an operation that places almost one-half of an annual $3.5 million advertising budget into local radio, predominantly as a public service effort to policyholders and the general public.

Mr. Geyelin is probably more broadcast-conscious than most advertising executives of financial-commercial institutions (who have been nurtured on the printed media), because he spent five years with the Allen B. DuMont Labs, serving in both the manufacturing and the broadcasting phases of the operation. But his devotion to radio rests strongly on reasons other than sentimental. He has learned in his three years with Metropolitan Life that local radio, like an insurance policy, can pay off handsome dividends in time of need.

Henry Rawle Geyelin was born Aug. 18, 1918, on New York's upper East Side area, where he still maintains a home. He attended school in Switzerland for one year, and studied at the Avon School, Avon Old Farms, Conn., and Yale U., from which he received a B.A. degree in history and art in 1939.

Tall and huskily-built Mr. Geyelin acknowledges a long-time interest in advertising, although his early employment history reflects his life-long interest in art. Following his graduation from Yale, he worked as assistant to the art director and production manager of Saks Fifth Avenue in New York for one year, and as a salesman at Gimbels for two months, handling the William Randolph Hearst art collection, which was offered to the public through Gimbels in 1940.

His business career was interrupted in 1940 by an extended tour of duty with the U. S. Navy —six years. He entered service as an apprentice seaman and was released in 1946 as a lieutenant commander. One striking phase of his naval career concerned a six-month tour of duty in Miami at anti-submarine warfare school, where he served as instructor to French, Brazilian and Chilean naval students. His knowledge of French and Spanish stood him in good stead at that time.

Upon his release from the Navy in 1946, Mr. Geyelin decided on advertising as his life's work, and accepted the post of assistant account executive with Abbott Kimball Co., New York. He remained with the advertising agency until 1948, rising to account executive on such accounts as Black, Starr & Gorham, Hansen gloves, Del Grande shoes, among others.

With television in its formative years in 1948, Mr. Geyelin recognized the opportunities opening in the field, and joined the Allen B. DuMont Labs, Receiver Div., as advertising and sales promotion manager. From 1948 to 1951 he served DuMont in this capacity, supervising an advertising and sales promotion budget amounting to about $4 million. Mr. Geyelin is credited with establishing one of the first tv cooperative advertising plans and "fixed rate" payment plan, which drew considerable praise from the industry as a whole.

In 1951, Mr. Geyelin's area of responsibility at DuMont was enlarged and he assumed the post of corporation advertising manager and director of creative activities. He also was delegated the task of determining basic corporation institutional advertising policy, setting up the advertising budget and controlling advertising and sales promotion expenditures.

Though the pace at Metropolitan Life is "not quite so hectic" as at DuMont, Mr. Geyelin points out that the challenge is there: he must meet the task of creating good will for a company that has written more than $60 billion in business and must accomplish this objective with a relatively modest budget.

Mr. Geyelin feels that local radio is pre-eminently qualified to tell the Metropolitan Life story to policyholders and the general public. Since 1946, the present public service advertising effort, *Good Hints for Good Health* (information on diseases that are leading causes of death, safety problems and general health subjects) has been running on stations throughout the U. S. Metropolitan Life, until recently, had sponsored *Allan Jackson and the News* on CBS Radio, as well as local programs, but decided to cancel the network offering and expand its sponsorship on a local spot basis. The company currently sponsors 40 news programs a week in 35 markets.

The reasons that Metropolitan Life finds radio a good medium, Mr. Geyelin said, are that it covers the large cities in which the greater percentage of policyholders are concentrated; gives more health messages at more hours to more audiences; is geared to local emergencies, whereby a schedule of special announcements in a certain area can be instituted if, for instance, a disaster such as a flood or tornado develops there; has value because of local announcers' following, and makes possible cooperation with local health agencies.

Mr. Geyelin married the former Frances Healy of New York in 1948. They live with their child, Antoinette (Toni), 6, in a home on East 95th St.

Since becoming a home-owner, Mr. Geyelin has become a pronounced do-it-yourself hobbyist. He retains a love for painting, though he confesses he finds little time to pursue this pastime. In the summer, he enjoys sailing in the waters around Mount Desert Island off northeast Maine.

Mr. Geyelin, active in various civic enterprises in New York, currently is vice chairman of the Red Cross Home Service Committee.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"A bad explosion . . .

. . . we'll keep you informed."

Case History No. 17

It was a quiet news night in the AP bureau at Pittsburgh until News Editor Fred Quinn called from WMGW at Meadville, Pa.

"Hear there's been a bad explosion at Andover, Ohio. That's all we know now. We'll keep you informed."

Confirmation of the blast at Andover came through quickly from the AP's Cleveland bureau, which reported that newsmen and photographers were starting for the small northeastern Ohio town.

But Meadville, just across the state line, was closer. Program Director Jim Strickler and Engineer Jack Harvey at WMGW started for the scene.

Communication lines had been knocked out by an electrical storm shortly before the explosion. It was impossible to get through by telephone. Strickler found the roads to Andover jammed with emergency vehicles and drivers crowding in to see what it was all about. But somehow, Strickler got through to be one of the first newsmen on the scene.

After a quick survey of the damage and rescue operations, he drove several miles back to the closest "live" telephone. He relayed the first details out of the area that the explosion had wrecked a restaurant, and the death toll would be high.

Through him, WMGW—and The AP — had the details first, and accurately.

Strickler and Quinn kept on the story throughout the night. They came through with the casualty list and background available at the time. As WMGW listeners had the account first-hand, so did all AP members.

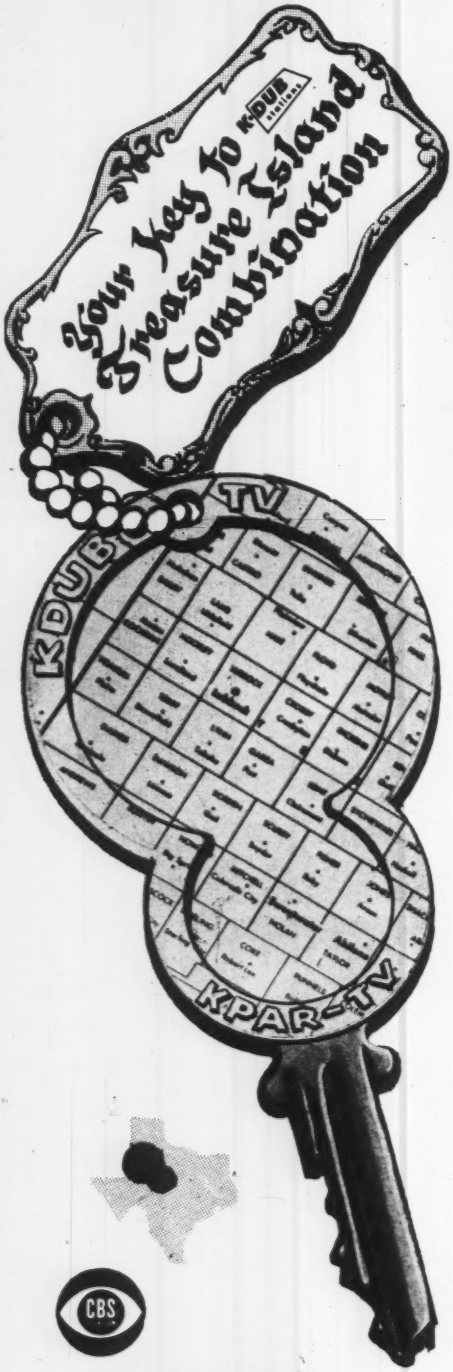
Fred Quinn
News Editor
WMGW
Meadville, Pa.

James Strickler
Program Director
WMGW
Meadville, Pa.

Strickler and Quinn are among the thousands of active newsmen who make The AP better—and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



CBS

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
SWEETWATER-ABILENE, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

MURIEL BULLIS

on all accounts

THERE is glamour in timebuying.

And Muriel Bullis of Foote, Cone & Belding, Los Angeles, personally proves the point. She left the top glamour occupation of show business to buy radio and television time for Rheingold Brewing Co. and other major accounts. In her opinion, the business side of the industry has interest and excitement, too.

Now in charge of all radio and television purchases for Rheingold placed through the FC&B Los Angeles office, which concentrates principally on Southern California, Miss Bullis also assists the agency's head timebuyer there, Lydia Hatton, in selecting the best stations and times for such other accounts as Purex Corp., Sunkist Growers, Breast of Chicken Tuna Inc. and the Stauffer System (reducing).

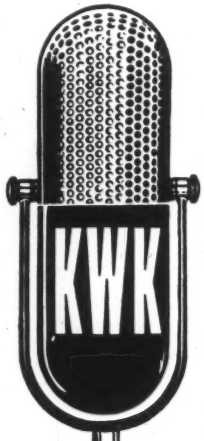
"There is nothing as satisfying as selecting a good list of stations to boost a sales campaign and then watch the success stories come in," Miss Bullis said, describing it as something like the thrill of the extra curtain call.

Miss Bullis was born in Vallejo, Calif., on July 30 "not too many years ago," she said, exercising her feminine prerogative. Since her mother was a singer and her father a rancher in different parts of the West and Midwest, she acquired an early liking for music and travel. Although planning a musical career while attending Los Angeles City Junior College, she joined the Waves in 1944 and learned basic office procedure as a secretary at the Navy's supply depot at Oakland.

Her first advertising experience came after release from service in 1946. She joined the Dan B. Miner Co., Los Angeles, as assistant to the media director for newspapers and magazines. Two years later, bitten by the show business bug, Miss Bullis joined the road company of "Oklahoma!" and in the summer of 1949 switched to vaudeville in New York with Eddie Lambert. That fall she opened on Broadway with "Texas' Little Darling" and the following year hit the road again with the original touring company of "South Pacific."

"After another year I'd had enough glamour for a while, so I took a long vacation and then decided to go back to my first love, advertising," Miss Bullis recalled. She joined the advertising department of Sunkist Growers at Los Angeles in early 1952 and soon was recommended to the Sunkist agency, Foote, Cone & Belding.

A sports car enthusiast ("I bought an MG before I learned to drive"), Miss Bullis has an apartment-with-pool in the Wilshire Blvd. district of South Normandie Ave. of Los Angeles.

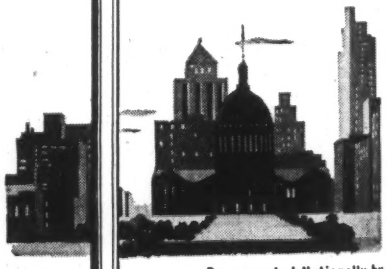


ED WILSON
GIL NEWSOME
TOM DAILEY
DAVE ALLEN

SELL

ST. LOUIS

When you use these outstanding disc jockeys you get results from your advertising dollars!...



Represented Nationally by
THE KATZ AGENCY, INC.

KWK

Styled after Monitor and Weekday . . .

that's "DIAL 970"—

Exclusive in Louisville

with WAVE!

NIGHT BEAT

"The Pulse of Louisville After Dark"
(9:15—12 midnight)

Night Beat is DIAL 970's most unusual program — "the pulse of Louisville after dark". It's headed up by Bob Kay who keeps a running commentary on events as they happen — often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover sports, with half-time and final scores on *all* high school and college games in the Louisville area reported immediately.

In addition, *Night Beat* features local news, human-interest items, fire and police calls — all framed in popular music. It's on-the-spot radio at its best — dynamic, flexible, up-to-the-minute.

Other Coordinated DIAL 970 Programs Complementing MONITOR and WEEKDAY—

ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.

CAROUSEL Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.

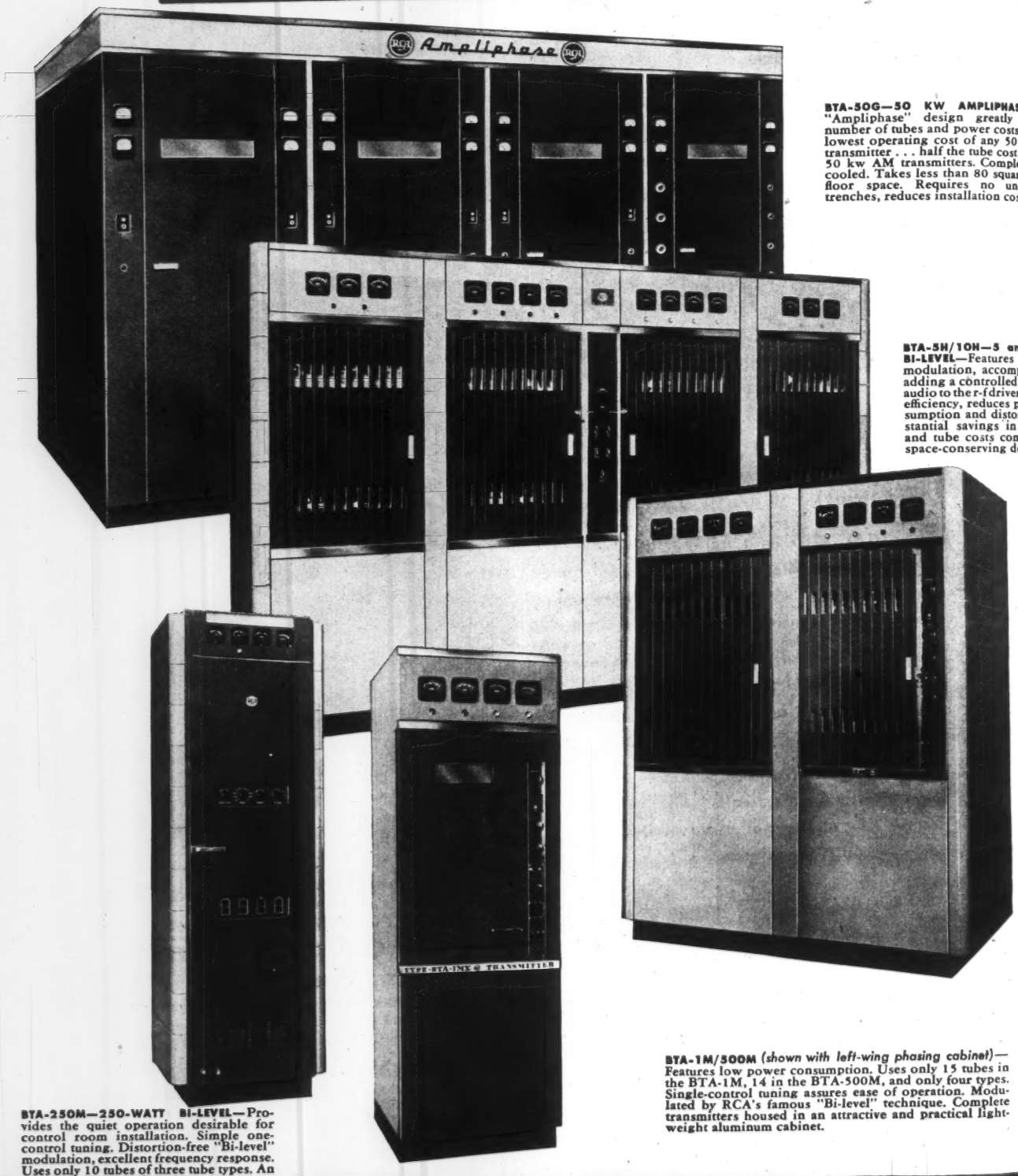
DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

the truth about...



BTA-50G—50 KW AMPLIPHASE—N... "Ampliphase" design greatly redu... number of tubes and power costs, assu... lowest operating cost of any 50 kw A... transmitter . . . half the tube cost of old... 50 kw AM transmitters. Completely ... cooled. Takes less than 80 square feet ... floor space. Requires no under-flo... trenches, reduces installation costs.

BTA-5H/10H—5 and 10... BI-LEVEL—Features "Bi-le... modulation, accomplished ... adding a controlled amount ... audio to the r-f driver; increa... efficiency, reduces power ... sumption and distortion. ... stantial savings in operat... and tube costs combine w... space-conserving design.

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1M/500M *(shown with left-wing phasing cabinet)*—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

BTA-1MX/500MX—Designed for high-fidelity operation, transmitters BTA-1MX (1KW) and BTA-500MX (500 watts) offer single-control tuning, desirable Bi-level modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required . . . approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac control on emergency transmitter, control Constant switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts:*

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!

Typical AM Tower

See Your Nearest Radio Broadcast Sales Representative

ATLANTA 3, GA.
522 Forsyth Bldg., Lamar 7703

BOSTON 16, MASS.
200 Berkeley Street, Hubbard 2-1700

CAMDEN 2, N.J.
Front & Cooper Streets, Woodlawn 3-8000

CHICAGO 54, Ill.
Delaware 7-0700 Merchandise Mart Plaza, Room 1186

CLEVELAND 15, OHIO
1600 Keith Bldg., Cherry 1-3450

DALLAS 1, TEXAS
1907-11 McKinney Avenue, Riverside 1371

DAYTON 2, OHIO
120 West Second Street, Hemlock 5585

HOLLYWOOD 28, CALIF.
1560 N. Vine Street, Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Avenue, Harrison 6480

NEW YORK 20, N.Y.
36 W. 49th Street, Judson 6-3800

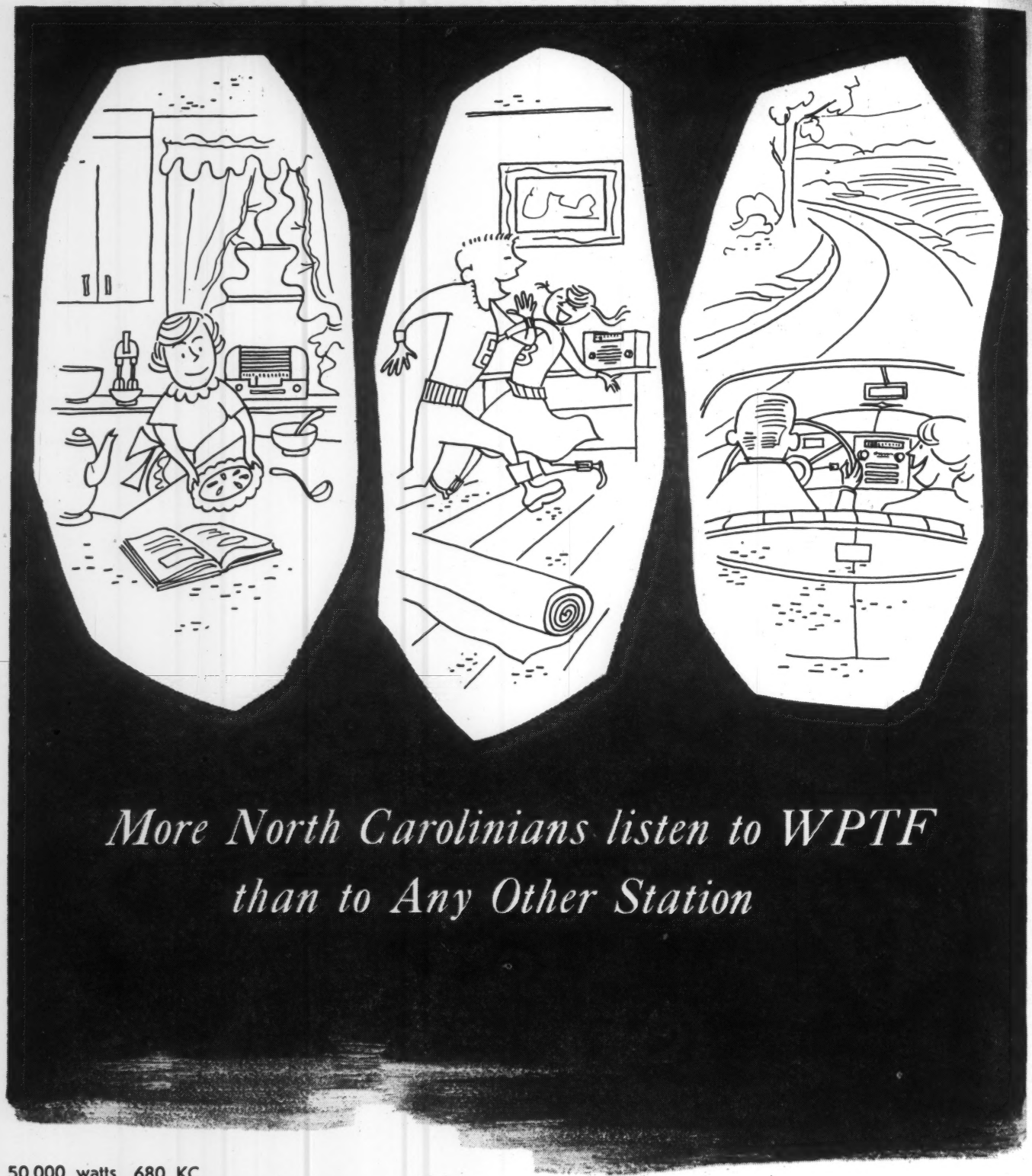
SAN FRANCISCO 2, CALIF.
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASHINGTON
2250 First Avenue, South, Main 8350

WASHINGTON 6, D.C.
1625 K Street, N.W., District 7-1260

RCA

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

February 6, 1956 Vol. 50, No. 6

AGENCY COMMISSION SYSTEM KILLED BY CONSENT DECREE

Unrestricted fee negotiations will be the rule on Madison Ave. as American Assn. of Advertising Agencies settles antitrust suit. AAAA agrees to quit: (1) insisting on 15% commission; (2) opposing fee-splitting, rebates, house agencies and speculative presentations, and (3) trying to persuade media to deal with 'recognized' agencies.

WIDE OPEN business negotiations are going to be the rule on Madison Avenue. That is the import of the consent decree entered into last week between the American Assn. of Advertising Agencies (AAAA) and the Dept. of Justice.

The AAAA agreed to cease insisting that agencies charge a 15% commission on expenditures for advertising. It also assented to stop its fight against fee-splitting and rebates, house agencies (where the agency is owned in part or entirely by the advertiser) and speculative presentations.

And, AAAA agreed, it would cease trying to persuade media to deal with "recognized" agencies.

The consent decree is effective in 60 days. That is, the AAAA must bring its policies into line with the consent judgment by that time.

Still pending is the government's May 1955 attack on the American Newspaper Publishers Assn., Publishers Assn. of New York City, Associated Business Publications, Periodical Publishers Assn., and Agricultural Publishers Assn.

Best judgment among advertising men is that the AAAA consent judgment may spark a re-evaluation by advertising agencies of the present fee system. It is believed in some quarters that a change in method of agency compensation—which has been slowly underway over the past few years—can certainly be expected to accelerate in light of the government victory.

By turning the spotlight on commissions, the decree may lead both advertisers and agencies to reappraise the rates at which they are paying, or being paid, under current contracts. Conceivably, it is conceded, there may be attempts by agencies to get a larger commission in the future—or by advertisers to set a lower one. Or, it is presumed, to evolve new methods of compensation.

Industry members emphasized that this is speculative, and that, in any event, the rate of compensation must be worked out in future agreements between advertiser and agency.

One point where the judgment may have an early effect is in the portion relating to "house" agencies. There was speculation that some advertisers would now attempt to get media to pay commissions to their house agencies—and that some media "that are gasping for business" might accede. On the other hand, it was noted, the number of house agencies is declining.

The AAAA emphasized that the judgment indicated that it had denied the allegations of conspiracy and antitrust violations. The decree removes any possibility that some agencies can file treble damage antitrust suits against AAAA or advertisers.

The judgment specified that nothing in its terms could be interpreted to prevent individual agencies' taking actions denied the AAAA.

The decree stated that the advertising organization could continue to perform various trade association functions not in conflict with the terms of the judgment.

There was wide speculation that the other defendants would accede to the government's action and file consent decrees. ANPA President Richard W. Slocum virtually conceded that the publishers were seeking such a settlement in his statement issued immediately after the AAAA decree was announced (see separate story below).

The Dept. of Justice, in its antitrust suit, charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The gist of last week's decree was contained in the following sections:

"(A) Consenting defendant is enjoined and restrained from entering into, adhering to, promoting or following any course of conduct, practice or policy, or any agreement or understanding:

"(1) Fixing, establishing or stabilizing agency commissions, or attempting so to do;

"(2) Requiring, urging or advising any advertising agency to refrain from rebating or splitting agency commissions;

"(3) Designed, in whole or part, to deny or limit credit or agency commission due or available to any advertising agency;

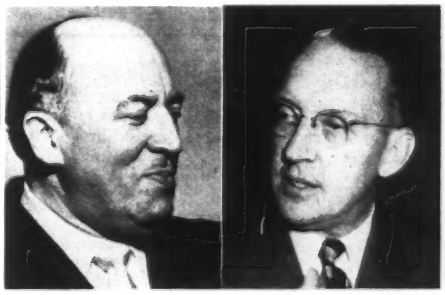
"(4) Establishing or formulating, or attempting to establish or formulate, any standards of conduct or other qualifications to be used by any media or any association of media to determine whether media should or should not do business with, recognize or approve any advertising agency;

"(5) Designed to cause any media not to

GAMBLE, SLOCUM COMMENT ON DECREE

THE consent judgment signed by the AAAA with the government last week brought immediate comment from two of the principals in the suit. One was from Frederic R. Gamble, president of AAAA, the other from Richard W. Slocum, president of ANPA.

"The settlement need have no serious effect on advertising," Mr. Gamble said, "since it does not affect advertising agencies in their individual agency operations. . . .



MR. SLOCUM MR. GAMBLE

"The commission method of compensating agencies, which can continue to be followed, is a great incentive method. It enables agencies to be rewarded in proportion to the use made of their creative work and encourages them to do their utmost to make advertising pay the advertiser. . . .

"As the judgment states, we have denied the offenses charged and asserted our innocence of any violation of law. . . ."

Mr. Slocum was more vigorous in his comment. The agreement between AAAA and the Justice Dept. has nothing to do with ANPA's position, he said.

"The members of the ANPA," he added, "do much more than operate commercial enterprises. They are newspaper publishers with the responsibility for conducting the nation's news press. Their organizations are constantly ferreting the news especially in Washington where there is still too much tendency to deny news to the public. Reporters and publishers are constantly breaking news which some government officials would like kept in the closet. They don't like it and some like to think in terms of retaliation against the press.

"A consent decree is a polite term for a continuing injunction and the parties controlled by it are subject to contempt proceedings at the will of the Justice Dept. That is not the kind of spot newspaper publishers should voluntarily put themselves into nor should any Administration seek such power of continuing threat against the press.

"ANPA will continue its efforts declared 18 months ago and unfortunately rebuffed by the Justice Department's avidity to get ANPA into court. That is, to reach a settlement of the litigation which places foremost the vital public interest of an unthreatened press."

do business with, not to recognize or not to approve any advertising agency;

"(6) Fixing, establishing or determining advertising rates to be charged advertisers not employing an advertising agency, or attempting so to do;

"(7) Designed to have media adhere to published advertising rates or rate cards;

"(8) Requiring, urging or advising any advertising agency to refrain from submitting advertising copy, art work, illustrations, detailed plans, market surveys or similar material to any national advertiser in the solicitation of a new account.

"(B) Consenting defendant is enjoined and restrained from requiring, urging or advising any of its members to engage in, or assisting any of its members to engage in, any activities covered by Paragraphs (1) through (8) of subsection (A) of this Section IV; provided that nothing in this subsection (B) shall be construed to prevent consenting defendant on the written request of any of its members, not solicited by consenting defendant and not on its face showing an intent for use contrary to any paragraph of subsection (A) hereof, from supplying in writing any statistical or other factual material or research study without comment thereon.

"(C) Nothing contained in this Final Judgment shall be construed to prohibit members of consenting defendant from severally taking any action denied to consenting defendant by virtue of this Final Judgment; nor shall this Final Judgment be construed to prohibit consenting defendant from:

"(1) Circulating among advertising agencies or media information and views relating to their obligations to fulfill all lawful contractual commitments by means of writings or by means of speeches reduced to writing after delivery thereof;

"(2) Truthfully and fairly acquainting the public, advertisers, advertising agencies or media by means of writings or speeches designed and available for general consumption in the trade, with the nature, background, services and functions of members of consenting defendant and with the advantages of their employment;

"(3) Where necessary or appropriate in proceedings conducted by Federal, State or local Governments, participating in such proceedings and responding in any manner to inquiries upon any subject, including specifically, inquiries concerning ethics and commercial practices among members of consenting defendant."

The AAAA announced that there will be no change necessary in the organization's constitution or by-laws. Documents that are being revised, it said, to bring them into conformity with the decree, are:

Agency Service Standards, Standards of Practice, Qualifications for Membership, Form for Application for Membership, and the AAAA Copyrighted Standard Form of Order Blank for Publications.

AAAA said it would still require agencies seeking membership to be *bona fide* independent agencies, free from control by an advertiser or medium owner. It said it would still require each member to "fulfill its lawful contractual commitments" with media.

The agency association issued an eight-page statement summarizing in question and answer form the antitrust suit and the meaning of the consent decree. These are available at AAAA headquarters, 420 Lexington Ave., New York 17, N. Y.

SUIT SKIPS RADIO-TV

RADIO-TV was not involved in the antitrust suit filed by the Dept. of Justice against the AAAA and various printed media organizations. There were several reasons for this.

First and foremost, there is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

Also, newspapers allow commission on national advertising; do not on local advertising. Broadcasters, on the other hand, treat as commissionable, all time, plus in many cases, talent and production charges.

Most broadcasters use their own credit departments to check new agencies seeking to place business. What these agencies do with their 15% commission is of no concern to the media, most broadcasters believe.

B-B-T SUFFERS FOURTH MAJOR SETBACK: PHILIP MORRIS SWITCHES TO N. W. AYER

Changeover slated for May 1 when agency will handle all media for cigarette advertiser. Biow-Beirn-Toigo billings now reduced to about $12 million. Biow announces it will revert to former name, The Biow Co.

MARKING the first time in 25 years that it will be servicing all media for a cigarette account, N. W. Ayer & Son, New York and Philadelphia, last week contracted to take over the Philip Morris cigarette billing from Biow-Beirn-Toigo. Departure of the approximately $6 million account from the latter agency will end a quarter-century relationship between Mr. Biow and the client.

From 1947 to 1949 Ayer handled the television portion of the Lucky Strike business, but its last all-media representation of a cigarette account dates back to 1931. From 1910 until that date, the agency handled Camels for R. J. Reynolds Tobacco Co., with Sigurd Larmon, now president of Young & Rubicam, functioning as a service representative on the account for three years from 1925 to 1928.

Facing the new loss of the billings head-on—the fourth major account to leave the agency in the past two months—Milton Biow, chairman of the board of Biow-Beirn-Toigo met with 50 top executives and creative department members to tell them that he had set aside $1 million to meet "whatever costs may be necessary" to maintain the agency's standards, and to notify them that the agency will resume its original name, The Biow Co.

John Toigo, executive vice president of B-B-T, contrary to reports, will not accompany the Philip Morris account to Ayer, nor will he join J. Walter Thompson Co., which recently acquired the Schlitz Brewing Co. account. It was known that McCann-Erickson had offered him a post. He told B•T that his future plans will be announced soon.

Philip Morris, which spends two million of its six million in spot radio and television, shifts to N. W. Ayer & Son on May 1. The tobacco company's other brands, Parliament and Marlboro cigarettes, will remain with their present agencies. Parliament is serviced by Benton & Bowles; Marlboro by Leo Burnett Co.

Philip Morris Inc. first joined The Biow Co. in 1931. In April 1933 the company sponsored its first radio network show on NBC, three quarter hours weekly, featuring Ferde Grofe's orchestra with Phil Dewey as the vocalist. It was on this program that the agency introduced for the client the slogan, "Call for Philip Morris!"

Philip Morris has been a heavy radio and television user. The firm sponsored *I Love Lucy* on CBS-TV for several years, but dropped the program last year to put the budget into spot announcements and newspapers.

The three other major accounts which have left Biow-Beirn-Toigo within the past eight weeks are: Pepsi-Cola, to Kenyon & Eckhardt; White-Hall Pharmacal Co., to Ted Bates & Co., and Ruppert's Beer, which has not yet named its new agency. Ironically, the latter account left the shop because of a product conflict when the agency acquired the Schlitz account—which Mr. Biow resigned almost immediately. Ten days ago, Schlitz announced the appointment of J. Walter Thompson Co. as its agency [B•T, Jan. 30].

At his staff meeting last week, Mr. Biow outlined his plans for the agency's future and promised that "All that The Biow Co. stood for, it will stand again."

He announced that in addition to his present post as chairman of the board, he will resume the post of president, personally taking all responsibility for operations.

"This agency," he told his assembled personnel, "is going straight ahead—with only these objectives: growth, strength and service. The advertising agency business has been the greatest adventure of my life. I intend to find new adventure and success with it. I love it for all it represents—as an art, a science and as a business.

"Notwithstanding anything that lies ahead, I am determined that the The Biow Co. shall continue to make vital contributions to American advertising."

The Biow Co., which advanced from an agency billing about $18 million in 1946 to $50

A Tape on P-M Back to '32

History of advertising billing of the entire Philip Morris account, including all brands.*

Year	Overall Approx. Adv. Budget	Year	Overall Approx. Adv. Budget
1932	$ 103,000	1944	$ 4,000,000
1933	215,000	1945	4,300,000
1934	530,000	1946	5,000,000
1935	815,000	1947	5,300,000
1936	1,070,000	1948	6,400,000
1937	1,300,000	1949	8,400,000
1938	1,800,000	1950	10,500,000
1939	2,000,000	1951	12,000,000
1940	2,800,000	1952	15,000,000
1941	4,900,000	1953	12,000,000
1942	5,300,000	1954	10,000,000
1943	5,400,000	1955	12,000,000

*Parliament cigarettes were first introduced about 1943, Marlboros about 1945. The Biow Co. once handled Marlboros, never had Parliament account.

million by 1953, is now back to about $12 million.

The accounts still remaining with the agency are: Armstrong Rubber Co., Benrus Watch Co., Bond Stores, Langendorf United Bakeries, Procter & Gamble (Spic & Span, Fluffo), Seeman Bros. (White Rose Tea), Julius Wile & Sons (wine and liqueurs), and the Hudson Pulp & Paper Co. Last named account is looking over a half-dozen other agencies and will make a decision about the end of February [B•T, Jan. 30].

New Manoff Agency Takes Over Welch's

RICHARD K. MANOFF, vice president, account supervisor and member of the review board of Kenyon & Eckhardt, New York, is resigning to establish his own agency, Richard K. Manoff Inc., effective March 1.

MR. MANOFF

The new agency will be located at 40 East 49th St., New York. The firm will handle the nearly $2 million Welch's Grape Juice account, including Welch's Grape Juice (bottled and frozen), Grape Jelly, Grapelade, Fruit of the Vine, and Welch's Tomato Juice, as well as Welch's Refreshment Wine. The advertiser had announced its resignation from Kenyon & Eckhardt earlier this year because of client conflict when K & E took over the Pepsi-Cola account from The Biow Co.

At that time, it was reported that Mr. Manoff would supervise the Pepsi-Cola account at K & E.

Welch's currently sponsors a portion of the *Mickey Mouse Club* on ABC-TV, and has a heavy television spot announcement campaign running.

Mr. Manoff has been with Kenyon & Eckhardt for the past two and a half years, as vice president and account supervisor on the Welch's account as well as chairman of the marketing plans board and member of the review board. Before that, he was director of advertising and sales promotion in the food business as well as general manager of a chain store. He also served as assistant to Anna Rosenberg on the War Manpower Commission.

The newly-formed agency expects to announce its personnel and additional accounts shortly.

Thompson Prepares Plans To Service Schlitz Account

TEAM of three vice presidents has been named by J. Walter Thompson Co., to "coordinate" recommendations on the newly-acquired Schlitz beer account sometime after March 1.

The team will comprise Dan Seymour, vice president in JWT's New York radio-tv department; Cornwell Jackson, vice president in charge of the agency's tv operations in Hollywood, and Peter A. Cavallo Jr., vice president in charge of radio-tv in Chicago, which will service the $9 million account [B•T, Jan. 30]. They will continue in their respective offices.

The Thompson agency will be credited with the account after March 1, although a good part of the advertising schedule already has been placed through Lennen & Newell for 1956. The *Schlitz Playhouse of Stars* on CBS-TV has been negotiated through next June with an option to November, it was understood.

J. Walter Thompson Co. is expected to make a formal advertising presentation to the Jos. Schlitz Brewing Co. in the ensuing weeks. Meanwhile, preparations for a complete Schlitz account team are underway in the agency's Chicago office under George Reeves, vice president and Chicago manager.

Erwin, Wasey Changes Carnation Staff Setup

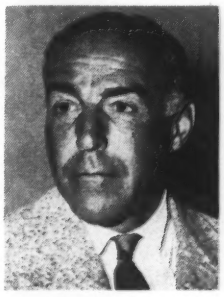
NEW APPOINTMENTS and reorganization of agency executives handling product accounts for the Carnation Co. were announced Thursday by Emmett C. McCaughey, executive vice president of Erwin, Wasey & Co., Los Angeles.

James T. Vandiveer was appointed senior account executive coordinating account activities on Carnation and Gold Cross evaporated milks and Topic milk. Fenton Taylor Jr. is senior account executive responsible for the agency's radio-television activities on Carnation evaporated milk and he also will handle all account work on Gold Cross and Topic, it was announced.

Gene Stokes, with Erwin, Wasey's media department since 1954, has been named assistant account executive on Carnation evaporated milk. Norman F. Best, senior agency vice president, has administrative supervision of Carnation Evaporated Milk Div., Carnation Fresh Milk and Ice Cream Div. and Friskies dog and cat foods.

Wolff Will Leave Y&R

NAT WOLFF, vice president in charge of creative radio-tv programming, Young & Rubicam Inc., New York, has announced his resignation effective April 1. Though no future plans were made known, Mr. Wolff said that he will not continue in the advertising field. Robert P. Mountain, Y&R vice president in charge of radio-tv, who succeeded Mr. Wolff last year when he resigned that post in order to concentrate on creative programming, said that no successor has yet been designated.



MR. WOLFF

Barbasol Buys Into 'Monitor'

IN A TRANSACTION representing about $250,000 in gross billings, Barbasol Co., Indianapolis, has purchased alternate week sponsorship of 14 "Miss Monitor" weather reports on NBC Radio's *Monitor* weekend service for 52 weeks, effective Feb. 11. The agency is Erwin, Wasey & Co., New York.

LATEST RATINGS

ARB

Top 10 Network Tv Programs
Jan. 5-11

		Rating
1.	$64,000 Question (CBS)	54.8
2.	Producers Showcase (Peter Pan) (NBC)	45.4
3.	Ed Sullivan (CBS)	44.8
4.	Disneyland (ABC)	43.1
5.	You Bet Your Life (NBC)	42.9
6.	I Love Lucy (CBS)	40.9
7.	George Gobel (NBC)	39.9
8.	Dragnet (NBC)	39.8
9.	I've Got a Secret (CBS)	38.6
10.	Your Hit Parade (NBC)	36.4

		Viewers
1.	Producers Showcase (Peter Pan) (NBC)	46,190,000
2.	$64,000 Question (CBS)	42,630,000
3.	Disneyland (ABC)	40,990,000
4.	Ed Sullivan (CBS)	39,600,000
5.	You Bet Your Life (NBC)	34,270,000
6.	George Gobel (NBC)	34,200,000
7.	Perry Como (NBC)	33,780,000
8.	Dragnet (NBC)	32,900,000
9.	Honeymooners-Jackie Gleason (CBS)	32,850,000
10.	I Love Lucy (CBS)	30,890,000

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VIDEODEX

Top 10 Tv Network Programs
Jan. 3-9, 1956

	Name of Program	No. of Cities	% Tv Homes
1.	$64,000 Question (CBS)	159	36.3
2.	Ed Sullivan Show (CBS)	147	33.1
3.	George Gobel (NBC)	159	32.9
4.	Climax (CBS)	135	32.7
5.	Producer's Showcase (NBC)	107	31.0
6.	Dragnet (NBC)	162	30.9
7.	I Love Lucy (CBS)	153	30.3
8.	Playhouse of Stars (CBS)	135	30.0
9.	Disneyland (ABC)	180	29.8
10.	Red Skelton (CBS)	82	29.7

	Name of Program	No. of Cities	No. Tv Homes (000's)
1.	$64,000 Question (CBS)	159	13,455
2.	Ed Sullivan Show (CBS)	147	12,018
3.	George Gobel (NBC)	159	11,602
4.	Disneyland (ABC)	180	11,484
5.	Climax (CBS)	135	11,114
6.	Dragnet (NBC)	162	11,051
7.	I Love Lucy (CBS)	153	10,632
8.	December Bride (CBS)	171	10,464
9.	The Honeymooners (CBS)	153	10,438
10.	Playhouse of Stars (CBS)	135	10,316

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NIELSEN

Top Television Programs
Two Weeks Ending Jan. 7, 1956
Number of Tv Homes Reached (000)

†Total Audience

Rank		Rating
1.	Rose Bowl Football Game (NBC)	20,218
2.	64,000 Dollar Question (CBS)	16,637
3.	I Love Lucy (CBS)	15,444
4.	Disneyland (ABC)	14,707
5.	Chevy Show-Bob Hope (NBC)	14,110
6.	Orange Bowl Game (CBS)	14,040
7.	Ed Sullivan Show (CBS)	13,900
8.	Dragnet (NBC)	13,478
9.	The Millionaire (CBS)	13,233
10.	Perry Como Show (NBC)	13,127

‡Average Audience

1.	64,000 Dollar Question (CBS)	15,725
2.	I Love Lucy (CBS)	14,672
3.	Rose Bowl Football Game (NBC)	14,426
4.	The Millionaire (CBS)	12,425
5.	Dragnet (NBC)	12,285
6.	You Bet Your Life (NBC)	12,074
7.	I've Got a Secret (CBS)	11,618
8.	December Bride (CBS)	11,548
9.	Disneyland (ABC)	11,478
10.	Ed Sullivan Show (CBS)	11,337

Percent of Tv Homes Reached*

†Total Audience

1.	Rose Bowl Football Game (NBC)	58.5
2.	64,000 Dollar Question (CBS)	49.3
3.	I Love Lucy (CBS)	45.7
4.	Disneyland (ABC)	43.6
5.	Orange Bowl Game (CBS)	42.6
6.	Ed Sullivan Show (CBS)	41.7
7.	Chevy Show-Bob Hope (NBC)	41.3
8.	The Millionaire (CBS)	40.0
	National Football Championship Game (NBC)	40.0
10.	Perry Como Show (NBC)	39.5

‡Average Audience

1.	64,000 Dollar Question (NBC)	46.6
2.	I Love Lucy (CBS)	43.5
3.	Rose Bowl Football Game (NBC)	41.8
4.	The Millionaire (CBS)	37.5
5.	Dragnet (NBC)	35.7
6.	You Bet Your Life (NBC)	35.4
7.	I've Got a Secret (CBS)	35.2
8.	December Bride (CBS)	35.1
9.	Disneyland (ABC)	34.0
	Ed Sullivan Show (CBS)	34.0

†Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡Homes reached during the average minute of the program.
*Percented ratings are based on tv homes within reach of station facilities used by each program.

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TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in November 1955

1.	Procter & Gamble	$3,151,964
2.	General Motors	1,870,146
3.	Chrysler	1,648,238
4.	Colgate-Palmolive	1,629,263
5.	R. J. Reynolds Tob.	1,274,841
6.	General Foods	1,254,430
7.	American Home Prods.	1,071,317
8.	General Mills	957,541
9.	American Tobacco	905,767
10.	Gillette	843,483

SOAP, AUTO MAKERS LEAD LIST OF NOVEMBER'S TOP SPENDERS

PROCTER & GAMBLE and two auto makers—General Motors and Chrysler—led the blue chip parade of heaviest network tv advertisers in November, according to figures based on Publishers Information Bureau reports.

P & G repeated its feat of November 1954 by spending more than $3 million in network tv—its total last November was only about $4,000 below the sum spent in the same month of the previous year. GM, however, upped its November spending more than $600,000, to take second place among the leaders. Chrysler was more than $400,000 ahead of its November 1954 expenditure, winning itself the third-place notch.

The makeup of the top 10 last November indicated a pattern. The same national advertisers appeared among the November leaders in 1955 and in 1954, excepting Lever Bros. which was replaced by General Mills. Whereas an expenditure on the more than $700,000 level earned the national advertiser an entree in the Big Ten in November 1954, the same advertiser had to ante up an additional $100,000 last November to make the grade that month.

Network tv's attraction to the nation's top advertisers continued last November with few major product groups showing a decline in the November comparisons. Most categories, in fact, displayed gains —notably in food and food products, automotive and auto accessories, drugs and remedies, household equipment and supplies, soaps and cleansers, toiletries and toilet goods. Sporting goods and toys showed unusual strength, coming up from $47,720 in November 1954 to $280,617 last month.

The 11-month totals showed these groups to have amassed unusual gains: automotive, up nearly $16 million; drugs, up almost $7 million; food, increased more than $14 million; household equipment, over $5 million; soaps, up more than $10 million, and toiletries more than $23 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JANUARY-NOVEMBER 1955, COMPARED WITH 1954

	November 1955	Jan.-Nov. 1955	November 1954	Jan.-Nov. 1954
Agriculture & Farming	$ 31,659	$ 102,277	$ 49,740	$ 141,250
Apparel, Footwear & Access.	186,581	2,594,371	323,617	2,951,212
Automotive, Auto Access. & Equip.	4,935,445	41,660,173	3,413,799	25,761,459
Aviation, Aviation Access. & Equip.	10,350	123,455	.....	.....
Beer, Wine & Liquor	616,273	6,835,538	561,252	6,211,361
Bldg. Materials, Equip. & Fixtures	67,215	1,027,153	18,740	1,117,656
Confectionery & Soft Drinks	785,303	6,961,707	661,874	5,415,904
Consumer Services	116,586	1,139,277	77,190	1,193,524
Drugs & Remedies	2,528,148	20,688,372	1,788,280	13,849,052
Entertainment & Amusements	.....	13,141	.....	16,210
Food & Food Products	7,345,570	72,780,285	6,073,155	57,806,137
Gasoline, Lubricants & Other Fuels	361,559	4,477,525	513,515	3,443,161
Horticulture	.....	111,710	.....	23,406
Household Equip. & Supplies	3,410,176	29,413,914	2,852,319	23,623,548
Household Furnishings	331,483	2,340,373	383,131	3,666,896
Industrial Materials	910,904	6,565,445	741,631	5,908,577
Insurance	276,403	1,838,268	148,566	1,532,064
Jewelry, Optical Goods & Cameras	632,258	4,324,747	551,702	2,624,440
Office Equipment, Stationery & Writing Supplies	568,501	5,202,944	659,042	4,807,264
Political	.....	.....	70,390	323,986
Publishing & Media	68,804	674,326	27,535	196,453
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	633,844	7,479,718	953,097	7,807,265
Retail Stores & Direct by Mail	.....	10,392	.....	42,345
Smoking Materials	3,764,382	38,252,676	3,734,460	38,799,242
Soaps, Cleansers & Polishes	4,421,731	41,546,390	3,144,837	31,311,133
Sporting Goods & Toys	280,617	512,714	47,720	90,222
Toiletries & Toilet Goods	6,321,678	67,984,983	4,932,710	44,605,282
Travel, Hotels & Resorts	43,110	464,310	36,540	802,130
Miscellaneous	248,124	2,451,559	267,666	2,444,306
TOTALS	$38,896,704	$367,577,743	$32,032,508	$286,515,485

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING NOVEMBER 1955

Ralston-Purina Co.	$ 31,659
Cluett-Peabody & Co.	90,264
Chrysler Corp.	1,648,238
General Dynamics Corp.	10,350
Wine Corp. of America	147,446
Johns-Manville Corp.	51,330
Coca-Cola Co.	377,647
Electric Cos. Adv. Program	82,506
American Home Prods.	1,046,297
General Foods Corp.	1,254,430
Gulf Oil Corp.	201,539
General Electric Co.	655,083
Armstrong Cork Co.	210,375
Aluminum Co. of America	163,215
Prudential Insurance Co. of America	127,376
Eastman Kodak Co.	205,470
W. A. Sheaffer Pen Co.	255,567
Curtis Publishing Co.	37,281
RCA	188,758
R. J. Reynolds Tobacco	1,274,841
Procter & Gamble Co.	2,833,074
Ideal Toy Corp.	90,335
Colgate-Palmolive Co.	1,222,598
Pan-Am. World Airways	43,110
Armour & Co.	78,765

WHAT DO AGENCIES WANT STATIONS TO TELL THEM?

They want a lot of things they're not getting—and a lot less of things they are. This is what WFMY-TV Greensboro, N. C., found when 72 agencies answered its queries on the subject. The station man in doubt about the value of his promotion will find a wealth of valuable information in the results obtained.

AGENCIES and broadcasters are doing business without thoroughly understanding their common needs.

This conclusion is presented in a survey of agency opinion conducted by WFMY-TV Greensboro, N. C.

The study shows that broadcasters often don't supply agencies with the type of data they want, in the way they want it.

And many agencies haven't made clear to broadcasters what sort of information they desire in placing their radio-tv campaigns.

"We have long felt that a closer understanding of mutual problems was needed in the broadcast advertising business," Gaines Kelley, WFMY-TV general manager, told B•T in explaining results produced by this sounding of the collective agency mind.

The station sent a questionnaire to leading agencies, obtaining 72 replies that included the bulk of top-flight buyers of television and radio time as well as a representative list of smaller agencies.

Answers were obtained to these four questions: What market data is of value? How should market data be presented? What information concerning station is of value? Is information about merchandising aids helpful?

Just what market information is desired by agencies? Overwhelming demand is shown for the two principal market items—population, asked by 82%; number of families, 86%; The fact that some agencies do not want these figures from stations is believed due to their availability in government and private reference material. The same reasoning is applied to some of the other categories of information.

Well over a majority of agencies (61%) want farm population data; urban population (62%); population by counties (67%); type of industry in coverage area (62%); rank of market in national figures (59%). A bare majority (56%) said they wanted retail sales by food, drug and other categories.

Not quite half of the responding agencies (48%) want effective buying income; income per family (43%), and information showing comparison of market with other markets (39%).

About a third of agencies (34%) said they wanted per capita income; urban income (28%); farm income (31%); number of people employed by various industries (28%). Only 14% said they want figures showing payrolls of industries.

Some of the comments volunteered on the market data questions were interesting. One major agency asked for more complete data on tv families. Another is interested in the time people get up, go to work and return home plus details on how hours are spent (in offices, factories and other information on daily activities of the populace).

Obviously market data should be kept current, it was pointed out. One of the largest agencies asked for county-by-county breakdowns of tv homes covered, excluding counties covered by stations with the same network affiliation. In other words, it asked for "effective coverage area rather than physical contour patterns." Similarly another agency asked for data permitting comparison with competitive markets.

Several agencies said they must have uniform market data and like to use standard reference sources to get it.

One major advertiser buying a heavy amount of radio-tv time said it didn't want market data in presentation pieces as new figures become available nor did it want comparative market facts. This sponsor obviously leaves this work to its agencies.

How should market data be presented?

Three out of five agencies (61%) want total figures for the entire coverage area, and 67% desire county breakdowns. Furthermore, figures should be kept up-to-date, 67% insist, and should be offered in consolidated form. Only 44% want new data submitted in the form of presentation pieces, with a number observing that they want "concise" information.

Quite a list of comments dealt with the way market figures are submitted. Here are samples:

"If too lengthy it goes to the wastebasket; we'll ask for minute details when we are ready to buy." "For God's sake keep it brief; voluminous stuff is basketed but concise stuff is reviewed." "Send program logs monthly." "Visual aids and maps are good."

One of the top agencies said its files aren't big enough to hold promotional material from 500 tv and 300 radio stations, adding, "Please submit detailed information on request only, and limit mailing pieces to items of outstanding interest." Another wants logs and program profiles.

Coverage maps prove helpful, it was observed, especially when they have county figures. "This is the most important part of the entire questionnaire," one buyer said. Another asked for Grade B coverage contour maps, favoring a photostat of the one filed with the FCC.

What information concerning the station is of value?

The agencies indicated their desire for nine types of information in this way:

Network affiliation wanted by 88%.
Length of time on the air, 65%.
Number and size of studios, 22%.
Type, amount of studio equipment, 28%.
Mail count, 39%.
Tv set count, 88%; by counties, 85%.
Personnel data, 28%.
Sales success stories, 57%.
Facts on specific programs available for sale, 65%.

According to one national agency with branches in many cities, live facilities are of no interest since most commercial spots are filmed. Mail count is emphasized by another. As to specific programs for sale, one comment went this way, "When we want to buy we would call your representative anyway."

Need of a list of national advertisers on the station is emphasized by a responding agency which also wants a breakdown of total and unduplicated coverage. It was pointed out that

WHAT MOST AGENCIES WANT:

- **Total coverage area data**
- **Population and family figures, by counties**
- **Farm and urban population breakdowns**
- **Comparative rank in U. S. markets**
- **Information on types of industry in station area**
- **Network affiliations**
- **Set count by counties**
- **Specific programs for sale**
- **Length of time station has been on the air**
- **Merchandising aids**

SOME WANT, SOME DON'T:

- **Effective buying income**
- **Income per family**
- **Per capita income**
- **Retail sales by categories**
- **Employment and payrolls (by industries)**
- **Comparison of data with other markets**
- **Mail count**
- **Success stories**

OFTEN LEAVES THEM COLD:

- **Payrolls of individual industries; number employed**
- **Farm and urban income**
- **Number and size of studios**
- **Type, amount of equipment**
- **Personnel data**

THEY'RE AT ODDS ON:

- **Importance of merchandising aids in timebuying decisions**

THEY'D ESPECIALLY LIKE:

- **Concise data, kept up-to-date**
- **Standardized data (they like uniform reference sources)**
- **Information on coverage overlap; coverage maps submitted to FCC; data on maps**

WHAT GRIPES THEM:

- **Bulky and over-elaborate presentations**

AND PLEASE:

- **Don't over-crowd commercials**

AN AGENCY SPELLS OUT ITS PROMOTIONAL DESIRES

GUILD, BASCOM & BONFIGLI, San Francisco agency placing a 57-station tv series for Foremost Dairies, has sent stations a list of "minimum acceptable" promotional aids that it said would be "an important consideration" in placing the campaign.

The sponsor plans a half-hour tv film program in its nationwide marketing area.

A questionnaire list covering 10 types of promotional assistance that might be offered during the proposed series was sent to tv stations by the agency. It covers a broad range of promotions, including newspaper and magazine advertising.

With indications that some stations were unhappy about this blunt approach to the placement of a major campaign by the agency, Richard F. Tyler, media director, told B•T the wording was unfortunate and felt the promotion list should have been labeled "suggested promotion aids" instead of "minimum" aids. The questionnaire was sent to tv stations with this letter over Mr. Tyler's signature:

"We are anxious to have, at the same time as we are considering time periods on your station for the new Rosemary Clooney show for our client Foremost Dairies Inc., information on services you are able to offer in promoting the show. The merchandising you can provide will be an important consideration in placing the show.

"Each station carrying the program will be provided with a complete merchandising kit containing newspaper mats, film trailers, publicity releases, etc. In addition, we will, of course, prepare various types of point-of-sale material for distribution at retail level.

"Attached is a check list which we would like to have filled out and returned to us as soon as possible. Please remember that the name, Foremost Dairies Inc., or some other phrase we may designate, such as the 'Foremost Family of Fine Dairy Foods', should be included in all promotional efforts."

The promotion list asked stations to check:

1. On-the-air tv promotion: Number of spots for first two weeks (minimum acceptable, 10 weekly); number of spots thereafter (minimum acceptable, 5 weekly).

2. On-the-air radio promotion if associated with a radio station (same as first question).

3. Newspaper ads: Number of insertions on kickoff (2 2x10, one prior to opening, one at opening); number of insertions on continuing basis (monthly, 2x6 or representative portion of your regular ads; size of insertions).

4. Tv guide books: Number of insertions (monthly, first ad one page, half-page thereafter); size of insertions.

5. Distribution of point-of-sale material: Number of placements and quantity needed each piece (same as offered for any other major sponsor).

6. Individual letters to the trade: Number per mailing, frequency of mailings (Foremost complete mailing list).

7. Personal calls on the trade: Number of calls and frequency of calls (as called upon by Foremost manager).

8. Other forms of advertising which we would like to have you use in the event you are unable to offer radio promotion: Car cards; 24-sheet posters; other.

9. In-store promotion: Store displays; other (same as offered for any other major sponsor).

10. Comments on any other merchandising you have available not covered by above.

Foremost Dairies covers an area starting with the Carolinas and the Southeast, moving across the South to California (New Orleans not included), plus the Kansas City, Minneapolis-Duluth and Philadelphia areas. Its campaign will be placed in these markets. Music Corp. of America will syndicate the film, to be produced in Hollywood with guest stars, in non-Foremost areas.

Mr. Tyler said that the list is "more or less a suggested guide." He said stations are free to fill in any of the questions they desire, noting many stations obviously do not provide all 10 types of promotion. "We wanted a standard promotion form as a guide but it does not mean that a station would be required to provide all the services," he said. "We wanted to know how much promotion would be provided. It is an indication of what we would like stations to do, a reasonable requirement for a good promotion job.

"The primary consideration in placing the campaign is the ability of stations to clear a good piece of time. We will not turn down good time because a station is not a good merchandiser. We will call on stations selected for the campaign to merchandise to the best of their ability."

Guild, Bascom & Bonfigli acquired the Foremost account recently. The Rosemary Clooney show will be the first major local promotion.

channel number, power and height of tower should be included in station information.

Is information about merchandising assistance helpful?

Eighty-four percent of replying agencies want types of merchandising aids spelled out, with 59% preferring that the specific amount of such help be indicated. On the other hand, a bare majority (53%) of those adding specific comments do not base station buying decisions on merchandising.

Effective merchandising is appreciated, many insisted, but comment was made that a lot of merchandising "is of no value."

Other typical merchandising comments:

"It should be tailored to the client." "It's desirable but we are mainly interested in coverage and share of audience, plus adjacencies suited to our type of message." "To me it's the clincher, showing the station is anxious for sales of the product." "A lot of other things would come first." "A valuable plus, but we buy on basis of audience, cost, etc." "Considerable bearing where there is more than one tv station in area."

Clients are now becoming more aware of merchandising aids and are requesting them, it was noted.

Some of the top-ranked agencies took this type of position on merchandising:

"Helps the station as much as the client." "This is secondary to coverage, time and audience but may sway final decision." "We regard as a plus, not a first consideration." "Other factors being equal, the station that offers merchandising help gets the preference, particularly on long-term schedules." "Secondary to well-run operation and non-overcommercialization so that message will become more important." "Not a factor, but an extra that we appreciate."

In a space for "other comments," these points were emphasized:

Ratings such as ARB or Nielsen are a big help; the questionnaire covered all main points; more information on local shows, available for sale or not; rating and audience surveys, with definition of how coverage area is estimated; frequent ratings to reflect program and time changes; station helps in promoting distribution.

RESPONDENTS

HERE are a few of the 72 agencies that submitted detailed replies to the questionnaire: Compton Adv.; Marschalk & Pratt; Cunningham & Walsh; Biow-Beirn-Toigo; Raymond Spector Co.; Maxon Inc.; Dancer-Fitzgerald-Sample; Kenyon & Eckhardt; Ogilvy, Benson & Mather; Harvey-Massengale Co.; Simon & Gwynn; Ruthrauff & Ryan; Bozell & Jacobs; N. W. Ayer & Son; William Esty Co.; Chas. W. Hoyt Co.; McCann-Erickson; Leo Burnett Co.; Paris & Peart; Foote, Cone & Belding; Edward Kletter Assoc.; Erwin, Wasey & Co., Henry J. Kaufman & Assoc.; Foster & Davies, and Lambert & Feasley.

Drive Against Deceptive Ads Gets Underway in Chicago

CAMPAIGN to stamp out "false and deceptive" automobile, tv set and refrigerator dealer advertising in broadcast and printed media was announced in Chicago Thursday by States Atty. John Gutknecht. He called on all media to cooperate in the drive. He threatened grand jury action if certain "practices do not desist."

The Chicago Better Business Bureau has uncovered some examples of "bait and switch" advertising and has effected remedial measures, one of its executives reported last week.

The division is headed by Carl Dalke, who has started a weekly public service series over WMAQ Chicago on dealer practices. Most of the "abuses" lie in the areas of price, finance terms, so-called "extras" and trade-in allowance claims, according to Mr. Dalke.

Mr. Dalke reported Thursday there is no doubt that "service has been hurt and impaired by abuses in the automotive trade." He said at least 15 dealers on tv and a "legion" on radio had been called on the BBB carpet for questionable claims in programs and spot announcements. BBB has been monitoring radio-tv recordings and scripts, he added, and as a result of the probe, at least nine dealers have made copy revisions since last December.

Broadcast and printed media have refused the questionable advertising of at least two Chicago dealers at BBB request.

Mr. Dalke's radio series on WMAQ includes tips for prospective car buyers, case histories from BBB files and an explanation of "shady" sales of some dealers.

You can reach

415,835

TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

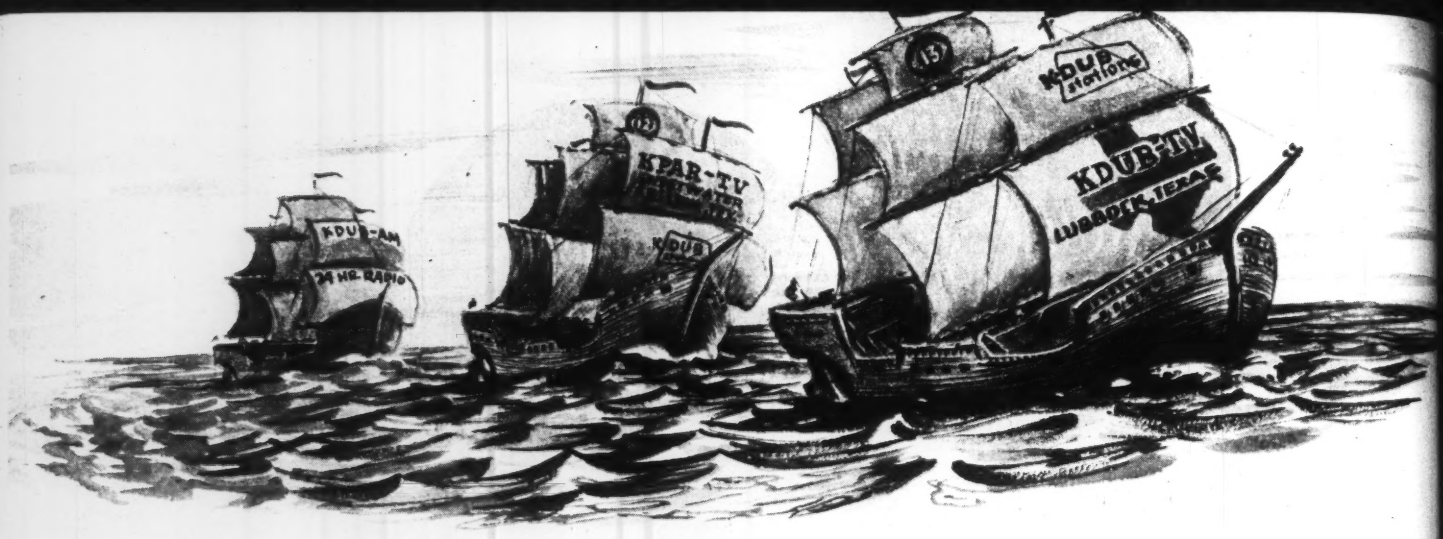
BASIC NBC-TV

station

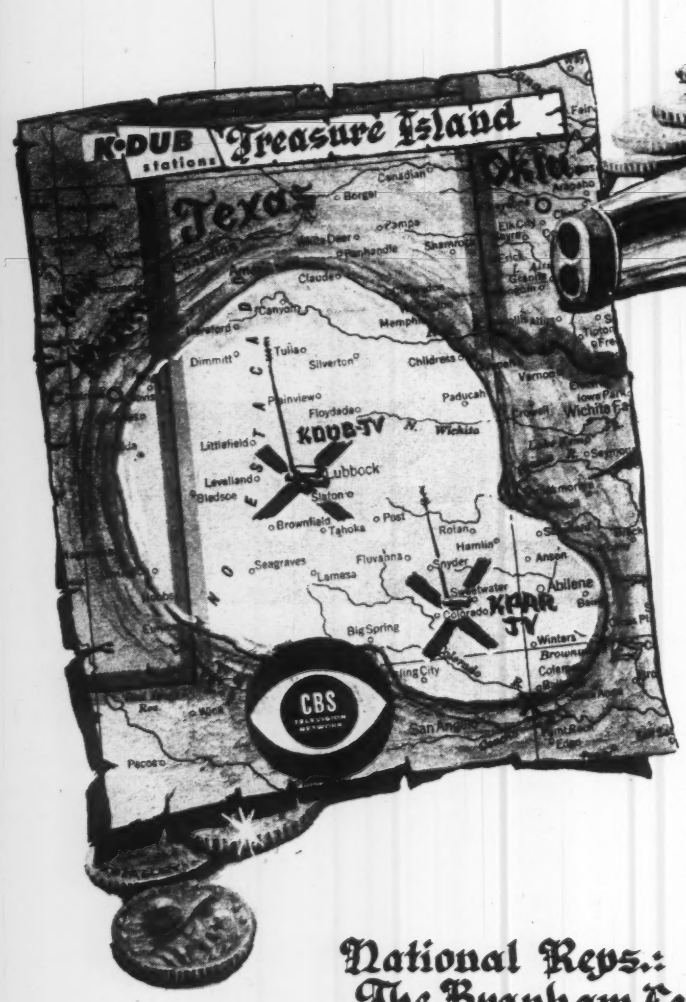
WXEX-TV channel 8

Ask your Forjoe man for full details!

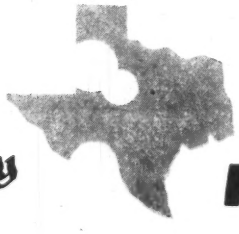
Tom Tinsley, President • Irvin G. Abeloff, Vice-President



New Station KPAR-TV Joins KDUB's Golden Fleet



KPAR-TV adds Sweetwater-Abilene, Texas to the K-DUB station's TREASURE ISLAND COMBINATION — with KDUB-TV's Lubbock market, a double target of over 175,000 sets! Total population is greater than the COMBINED metropolitan areas of Ft. Worth, Cedar Rapids, Huntington and Omaha! Here is BIG market coverage in Texas' oil and cotton empire — a treasure chest you unlock only with the "Treasure Island Combination".



National Reps.:
The Branham Company

K-DUB stations

OWNED AND OPERATED BY TEXAS TELECASTING INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager OPERATIONS DESK: 7400 COLLEGE AVENUE, LUBBOCK, TEXAS

KDUB-TV LUBBOCK, TEXAS | **KPAR-TV** SWEETWATER-ABILENE, TEXAS | **KDUB-AM** LUBBOCK, TEXAS

et

TEXAS

Nielsen Names Rahmel Audience Survey Head

APPOINTMENT of Henry A. Rahmel as executive vice president in charge of all Nielsen radio-tv audience measurement operations was announced Monday by A. C. Nielsen, president of the marketing research organization bearing his name.

Mr. Rahmel, a veteran of Nielsen's radio-tv division for 11 years and currently vice president in charge of engineering and field operations, will administer the Nielsen Radio Index-Nielsen Television Index, national reports and local area service, Nielsen Station Index, and Nielsen Coverage Service (which shortly launches its second nationwide survey of station-network audiences and set ownership).

MR. RAHMEL

At the same time, Mr. Nielsen reported the election of Mr. Rahmel and Charlton G. Shaw, executive vice president, to the company's board of directors. Mr. Shaw will continue to direct sales-service activities of Nielsen's national Radio-Tv Index as he has for the past five years.

In announcing the appointments, Mr. Nielsen ascribed them to "the ever-increasing scope of our services to the broadcasting and advertising industries." He said they reflect "our growing volume of new business and the strong need to provide maximum service for our large number of clients."

Stevenson Group Establishes Radio-Television Department

ESTABLISHMENT of a radio-television department for the Adlai Stevenson for President Committee (New York State) was announced last week by Richard A. Brown, public relations director of the committee.

Elvin Helitzer, director of public relations, Ideal Toy Corp., New York, was named director of the radio-tv department and Jane Kalmus was designated associate director. The department shortly will announce the formation of an advisory radio-television committee to be composed of personalities in the radio-tv and entertainment fields.

Mr. Helitzer was formerly a staff member of the *Syracuse* (N. Y.) *Herald-Journal* and the *Glens Falls* (N. Y.) *Times*. During World War II, he served on the public relations staff of the U. S. Military Government in Europe and Africa. Mrs. Kalmus formerly was a producer for NBC, working on such shows as the *Herb Sheldon Program, Ask the Camera* and *Where Have You Been*. She also has served with the CBS public affairs staff.

Ransom Dunnell to NC&K

RANSOM DUNNELL, supervisor for Standard Oil of Indiana's radio-tv account at D'Arcy Adv., New York, has moved to Norman, Craig & Kummel, N. Y., as executive assistant to Walter Craig, in charge of production for the television-radio department [CLOSED CIRCUIT, Dec. 12, 1955]. Mr. Dunnell also has been with Cunningham & Walsh, where he supervised radio and tv for the Chesterfield account.

COLOR AS IN

Advance Schedule Of Network Color Shows (All times EST)

CBS-TV

Feb. 7 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Feb. 11 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Feb. 18, 25).

Feb. 11 (9:30-11 p.m.) *Ford Star Jubilee*, "The Day Lincoln Was Shot," Ford Motor Co. through J. Walter Thompson.

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents*, Schick through Kenyon & Eckhardt, and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 6-10 (3-4 p.m) *Matinee*, participating sponsors (also Feb. 13-17, 23-24, 27-March 2).

Feb. 6-10 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Feb. 13-17, 20-24, 27-March 2).

Feb. 12 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs.

Feb. 19 (3:30-4 p.m.) *Zoo Parade*, American Chicle Co. through Ted Bates.

Feb. 21 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre*, Armstrong Cork Co. through BBDO.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular*, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

Fechheimer Named North V. P.

APPOINTMENT of Richard Fechheimer as vice president and account group supervisor on two Toni products was announced last week by North Adv. Inc., Chicago. Mr. Fechheimer, previously vice president and a director of Aubrey, Finlay, Marley & Hodgson, Chicago, will supervise the Toni Home permanent and Tip Toni accounts. North Adv. Inc. handles the bulk of the various Toni business.

MR. FECHHEIMER

Recommended Standards Set for Auto Dealers

IF A RECOMMENDED set of standards for advertising and selling automobiles is followed it will restore public confidence in dealers and media alike, delegates to the Washington convention of National Automobile Dealers Assn. were told last week. The standards were developed in cooperation with the Assn. of Better Business Bureaus.

NADA members spent $235 million in local advertising last year plus $200 million in factory-dealer co-op advertising.

In urging dealers to raise the level of their advertising, Frank H. Yarnall, NADA president, said he was "amazed that we have not had more help than we have from media and the motor car manufacturers." He continued, "If the public gets to believe that newspapers, radio and television will permit automobile advertising that is misleading or false, then they have every reason to believe that other advertising is equally misleading or false. When this occurs then the value of advertising diminishes, and the dollars that media now is gaining may be very few in relation to what they will lose in the future. I believe that media have an obligation to police their advertisers to make sure that they do not accept misleading or false advertising. I believe that the automobile manufacturers also have an obligation to see that their products are not advertised deceptively."

Birkett L. Williams, NADA director in Cleveland, and head of NADA's advertising committee, reminded dealers that radio stations and newspapers are interested in BBB codes "because they realize that if the printed and spoken words used in advertising are not translated into deeds, the public will lose faith in advertising as such. At that point advertising ceases to have value and the business of newspapers and radio stations falls off."

Sen. Mike Monroney (D-Okla.), chairman of the Senate Auto Marketing Practices Subcommittee, said the subcommittee plans to investigate dealer advertising, referring to "the strident screaming phonies run at such high cost in the daily press." He blamed dealers for this "gimmick" advertising.

BBDO Elects Elliott, McKee

BBDO has elected John (Jock) Elliott Jr., account executive, New York, and John McKee, account executive, Detroit, vice presidents.

Mr. Elliott, with the agency since 1945, has recently taken over the direction of *DuPont Cavalcade Theatre*. He has been an account supervisor on DuPont, Thomas Nelson & Sons, the Republican National Committee and American Institute of Mens & Boys Wear. Mr. McKee, with the agency since 1948, has been account executive for the DeSoto Div., Chrysler Corp. He formerly was an account executive at Brooks, Smith, French & Dorrance, Detroit.

M-E Schedules L. A. Move

THE Los Angeles office of McCann-Erickson has leased the entire top floor of an office building nearing completion at 3325 Wilshire Blvd., according to Burt Cochran, vice president-Southern California manager for the agency. The new quarters, to be ready in April, will provide 16,000 sq. ft., more than double the space the agency now occupies.

THE UP-TO-DATE ON SPOT

CURRENT STATUS of spot broadcast advertising, both radio and tv, was detailed for last Tuesday's Timebuying and Selling Seminar of the Radio-Television Executives Society by Roger Bumstead (r), media director of David J. Mahoney Inc. Mr. Bumstead based his remarks on a survey his agency made of 60 "key radio and tv rep and station executives." Of those, more than 60% responded to a series of questions about the two broadcast media. These are the answers.

RADIO TRENDS

1. Programming: Have you noticed a decided trend toward any specific type of radio program formats among your stations? (Is there a definite leaning away from talk and entertainment shows on radio toward music and news—if so, is it "pop" music or light classical music?)

Consensus: Very definitely "yes" to "pop" music, news and personal services. More emphasis on "station personality" and "personalities." Not all stations are playing the "top ten" over and over again—lots of variety needed for success from "rock and roll" to Jerome Kern. One answered that stations should have more courage to experiment and mentioned specifically KLZ Denver's well publicized *Denver at Night*. One respondent said that the networks should program shows with name personalities which the independent stations couldn't afford.

2. Rate chisels: In the past six months have your stations taken any positive action toward stabilizing rates? (i.e., more realistic pricing, rate card packages, equalized nighttime rates.)

Consensus: Very definitely "yes"—many stations have adopted "one-rate policies"—put saturation packages on their cards at a set weekly price. Others reported that they had turned down "chisels." Radio men are coming to the point where they realize you can't improve the product by cutting the selling price.

3. Buying patterns: Has there been a very evident trend toward "super-saturation" radio schedules of short duration vs. the traditional 5x a week for 26 or 52 weeks approach?

Consensus: Very definitely yes—a small but growing trend for "saturation" advertisers to stay on radio for longer periods, depending on client's problems. One "rep" reported that 30% of its advertisers using radio are also using the sister tv station.

4. Network vs. spot: Have the innovations in network radio (e.g. "Monitor," "Weekday," CBS' segmented plan) adversely affected spot radio purchases by national advertisers?

Consensus: Some, but not much. "Spot delivers more listeners"—said many. Others felt that they had "reglamorized" radio.

5. Controversy: In your opinion what is the most controversial issue in radio today? Do you see any solution?

Response:
(a) Rate-cutting—when will it stop?
(b) Network vs. Spot.
(c) Will the networks survive in radio?
(d) Rating Services—and lack of proper broadcast research.
(e) Is radio a basic advertising medium or a supplementary one?

6. Radio vs. what: Do you feel that the radio industry as a whole is cooperating in its battle for dollars against other ad media?

Response: 50-50—Some with an emphatic "yes"—that RAB is on the right track. Others were even stronger in saying "no"—mentioning rate cuts, internecine warfare among stations; radio advocates must get direct to the advertiser.

7. Radio trends: What do you (or your organization) feel is the most significant trend or development in radio today?

Response:
(a) the trend to music and news programming.
(b) the return to radio by major advertising.
(c) the resurgence of good radio station management—the well managed station is getting richer and the inept are starving.
(d) the emphasis on the localized aspect of radio.

TELEVISION TRENDS

1. In 1956, is it possible for an advertiser with an adequate budget to secure "AA" evening adjacencies in tv (e.g. is it harder or easier than a year or two ago?)

Consensus: Overwhelmingly more difficult than in the past—but it can be done if an agency recommends the move to spot tv during certain times of the year, with advance notice and strong timebuyers.

2. Buying patterns: Into what hours of the tv day do you feel (or know) new tv money is going?

Consensus: Mostly daytime with the emphasis on the afternoon. Other new money going into kids shows and late evening times.

3. Small advertisers: What time periods are being sought by small or medium sized advertisers (in the $500,000 to $1,250,000 class?)

Consensus: It depends on the advertiser's problem—definitely not into prime evening times—mostly either daytime or late evening.

4. Network vs. spot: Have NBC-TV's "Today," "Tonight" and "Home" had any appreciable effect on the amount of dollars going into spot tv?

Response: About 50-50 yes and no—one individual replied that these shows had provided desirable "break" adjacencies. Another replied that "Today," etc. had introduced new advertisers to the wonders of television. Six answered in a strong "no"!

5. Tv's opportunity: Where do you feel television has done the least to capitalize on potential opportunities for more audience and bigger dollar gains?

Response: Varied answers. Many said daytime tv needed a bigger push and better shows. Two were in agreement that television had for too long neglected news and news analysis programs. One frank expert said a tv station should program exactly opposite its competitors to appeal to contrary tastes and backgrounds. Another suggested more emphasis on the power of children's shows especially to advertisers not necessarily having an exclusive kid's appeal product.

6. Tv vs. what: Do you feel that the tv industry is effectively competing against other media for the advertiser's dollar?

Consensus: Very much a "yes"—TvB is of considerable value and aid—but some said tv should be more militant in its crusade for a larger share of the advertiser's dollar—and that stations and reps should work more closely together in positively selling spot tv's effectiveness.

7. Tv trends: What do you (or your organization) feel is the most significant trend or development in tv today?

Response: Varied; many replied it was the increased importance and better programming during the day (mentioned specifically were CBS's daytime lineup, NBC's "Matinee" and the new afternoon "Film Festival" on ABC-TV). Also considered significant was the move to "spectaculars" on the networks—making possible thorough and more complete treatment of worthwhile subjects. Also mentioned was color. One courageous respondent ventured that the trend was to "conservatism"—a "let's play its safe" attitude (i.e., let's not all follow the leader!).

[The following question and its answer were the same in both radio and tv questionnaires.]

Constructive suggestions: From your own experience, do you have any opinions on why some agencies have more effective timebuying units (or less effective) than others? What do you feel timebuyers should be more familiar with? List any specific complaints or gripes!

Response:
(a) Most answered that they had no specific gripes, but that:
(b) timebuyers should be more familiar with markets, take the same interest in sales problems and distribution that most space buyers do!
(c) agencies should have personnel policies requiring better trained people for timebuying jobs and give them more authority—good buyers deserve the confidence of their account executives and agency management.
(d) [radio or tv] campaigns should be planned way in advance of the starting dates—the 11th hour buy is never the best of what might have been had.
(e) buyers should be in a position to depend more on their judgment and experience than on imperfect formulas and yardsticks.

12 National Sponsors To Back Mrs. America

TWELVE national advertisers will spend a total in excess of $3 million between now and May when Mrs. America for 1956 is chosen at Daytona Beach, Fla., it was announced in New York Thursday by Mrs. America Inc., parent organization of the nationwide contest.

The 18-year-old contest, at first a beauty competition, now strictly devoted to choosing the "most typical American homemaker," is being backed for the third consecutive year by the American Gas Assn., representing 90 gas utilities who alone will spend $1 million in local media. Allied with AGA's efforts (through Lennen & Newell, New York) are those of Colgate-Palmolive Co., which plans to spend $500,000 to promote AD detergent, also through L&N.

Other advertisers and their agencies who were listed as planning to allocate segments of their 1956 budgets to radio-tv tie-ins with the Mrs. America contest: DeSoto Div. of Chrysler Corp. for 2,800 dealers, through BBDO, New York; John Wood Co. (gas heaters), Conshohocken, Pa.; Robertshaw-Fulton Controls Co., Greensburg, Pa., and Gas Appliance Mfg. Assn., through Morey, Humm & Johnstone, New York; Procter Electric Co. (toasters & ironers), Philadelphia, through Weiss & Geller, New York; Servel Inc. (refrigerators), Evansville, Ind., through Hicks & Greist, New York; Aluminum Cooking Utensils Co., New Kensington, Pa., through Fuller & Smith & Ross, New York, and American Kitchens Div., Avco Mfg. Co. (kitchen sinks), through Ruthrauff & Ryan, Chicago.

Though most advertising representatives present at the pre-campaign meeting in New York declined to go into details of their radio-tv campaigns, a spokesman for Mrs. America Inc. told B•T that "in most cases," radio-tv spots would be used, specifically geared to tie-in with the local efforts of their dealers and distributors, viz., supermarkets, appliance stores and construction firms, rather than on an "institutional plane." In addition, local gas utilities, car and appliance dealers (who will urge housewives to enter the contest) have bought time for a special 30-minute tv film, "The Story of Mrs. America," which will be backed by an intensive "in-store" merchandising campaign.

Agency Teamwork Stressed In Address by Valenstein

THE IMPORTANCE of teamwork within agencies was stressed by Lawrence Valenstein, chairman, Grey Adv., New York, in a speech to members of the League of Advertising Agencies at their annual banquet in New York on Jan. 27.

Speaking on "How a Small Advertising Agency May Grow," Mr. Valenstein said that ". . . just as the factory must create a variety of instruments to serve a variety of functions, the advertising agency to grow and succeed must cultivate and develop a variety of people with a variety of talents and skills. Growth of the agency depends on the ability of management to discover these skills and talents in people and develop them to the utmost."

Mr. Valenstein recently assumed the chairmanship of Grey, the first chairman in the agency's 39-year history, in part of a move that saw the top echelon of the agency revamped [B•T, Jan. 23].

'Conqueror' Promotion

RKO RADIO PICTURES, which is handling distribution for Howard Hughes' "The Conqueror" [B•T, Nov. 28, 1955], has scheduled a concentrated one-month campaign on Mutual during February to coincide with premiere of the motion picture in various cities throughout the country. Unusual phase of campaign is that Mutual will extend its *Here's Hollywood* weekday program to Saturday and Sunday during February, with RKO Radio sponsoring the show on those days, and also carry Saturday-only *Men's Corner* twice on Saturday and also on Sunday. RKO Radio also has bought participations on Mutual's *Tomorrow's World Show*, *Story Time* and *Standby With Bob & Ray* during February. Agency is Foote, Cone & Belding, New York.

AAAA Will Sponsor International Meeting

THE American Assn. of Advertising Agencies, which will sponsor a two-week international meeting of advertising agency leaders April 23-May 4, reported last week that more than 100 agency people representing 38 foreign countries have made reservations to attend.

AAAA spokesmen said the sessions will familiarize world-wide advertising leaders with the U. S. communications industry, and plans have been drawn up for a series of visits to New York agencies, publishers, broadcasters and media representatives.

Following the opening sessions, the association will be host to the group at AAAA's 38th annual meeting, at the Greenbrier Hotel, White Sulphur Springs, W. Va., April 26-28. From there, the foreign advertising executives will go to Washington, D. C., where they are expected to be greeted by President Eisenhower. Delegates also will attend the 44th annual meeting of the U. S. Chamber of Commerce in Washington.

During the second week, AAAA guests will attend special functions in New York held by the International Advertising Assn., The Advertising Council and the Advertising Research Foundation.

Since all sessions will be in English, arrangements have been made to provide simultaneous translation facilities wherever possible, the AAAA said.

Yankee, Giant Sponsors Set

P. BALLANTINE & SONS (beer), Newark, N. J., and R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., last week signed to co-sponsor the 1956 New York Yankee home baseball schedule on WPIX (TV) New York. WPIX also will telecast all home games of the New York Giants (sponsorship not announced), marking the fifth consecutive year for both teams on the station and Ballantine's ninth season of Yankee sponsorship.

Bankers Trust Co., New York, will bracket the Ballantine-Camel Yankee coverage by sponsoring both the 15-minute pre-game warmups and 10-minute post-game programs. Agency for both Ballantine and Reynolds Tobacco Co. is William Esty Co., New York, while Rose-Martin Inc., New York, is agency for Bankers Trust.

NL&B Billings Hit $29.8 Million in '55

TOTAL ADVERTISING billings of Needham, Louis & Brorby, Inc., Chicago-based agency, increased from $28,933,000 to $29,805,000—or $872,000—and resulted in a net profit of $83,200 during 1955, according to the annual report to employes by Maurice H. Needham, president.

Mr. Needham and John J. Louis, senior vice president, station owner and head of the agency's plans group, were among executives re-elected as directors of NL&B. Others were Melvin Brorby, senior vice president, and Otto R. Stadelman, Max D. Anwyl, W. Raymond Fowler and Paul C. Harper Jr.

The past year was described as one of "consolidation" for NL&B, with the addition of new accounts and "increased activity" in the agency's New York and Canadian branches. Radio-tv billings rose $100,000 over 1954, accounting for about 40% of the $29.8 million in overall advertising. NL&B recently moved to the Prudential Bldg., new Chicago skyscraper.

The report also included references to NL&B's profit-sharing trust for participating employes and "substantial additions to the net cash worth" of the agency. Over half of the NL&B employes own stock in the agency.

Sheriff Agency Names Five To Bolster Departments

WALKER B. SHERIFF Inc., Chicago advertising agency, has announced the addition of five new executives to its staff.

New personnel, announced Wednesday, are Lee R. Brooks, formerly with Jones Frankel Co., as account executive; George Leary, former agency creative consultant, as copy chief; Lois Scheuber, formerly wth Aubrey, Finlay, Marley & Hodgson, as media director replacing Dora Ferguson, resigned; Harry J. Straw, formerly with Andrews Agency Inc., Milwaukee, as copywriter, and Patricia Supernaw, formerly with Henry Hempstead Co., as production assistant.

The Sheriff Agency handles such radio and/or tv accounts as Shaler Co. (Rislone oil alloy), Ben-Hur Mfg. (freezers and refrigerators), Hallicrafters Co. (electronic-communications equipment) and Parker House sausages.

Wynn Oil Switches Agencies

WYNN OIL Co., Azusa, Calif., maker of auto engine friction proofing compounds, has named Kennedy, Walker & Wooten, Los Angeles, to handle its national advertising effective immediately, it was announced Thursday by Carl E. Wynn, president. KW&W will prepare radio and tv spots for local use by the firm's 50 national distributors. Four major product promotions are planned in addition to general national and local advertising. Account formerly was handled by BBDO Los Angeles.

Dr. Pepper Sales Up 5.5%

DR. PEPPER Co., Dallas, which is putting over half of its advertising budget into broadcast media this year, has reported a sales rise of 5.5% for 1955, marking its sixth consecutive year of increases.

In 1956, with Grant Adv. Inc. handling its account, tv outlays will be increased 100% over 1955 and a heavy spot radio campaign will be used [B•T, Nov. 28, 1955]. The soft drink is now sold in 44 states and four foreign nations, with sales up 82% over 1949.

CAPSULES containing native gold mined within the "A" contours of WAGA-TV Atlanta were distributed to agency timebuyers in New York last week at luncheons and cocktail parties held by the Storer Broadcasting Co. station to dramatize new coverage added by its shift to its new tower, described as "the Southeast's tallest." WAGA-TV General Sales Manager Jack Collins, National Sales Manager Peter Storer, Promotion Manager Charlie Trainor, and Storer Broadcasting's National Sales Manager Bob Wood were hosts to more than 250 agency people. Discussing the presentation (l to r): Edmund Semel, Compton Adv.; Messrs. Collins and Storer; George Detilj, Ted Bates & Co.; Tom Carson, Compton.

George Belsey Jr. Transfers To FC&B's Office in Chicago

GEORGE BELSEY Jr., vice president of Foote, Cone & Belding, has been transferred from the Los Angeles office to the Chicago office of the agency, it was announced Thursday by Roy Campbell, executive vice president of the western division.

Belsey will assume account management duties on a portion of the General Foods account. During his twelve years with FC&B he has worked on advertising for various major grocery products. Daniel Layman, also a vice president of FC&B at Los Angeles, will succeed Mr. Belsey as account group manager on the Firestone Tire & Rubber Co. and Purex Corp. account.

Pettersen to New Norge Post

CREATION of a new merchandising post, with Jack S. Pettersen as director, was annnounced Thursday by Norge Div. of Borg-Warner Corp. Mr. Pettersen, who has handled Norge's merchandising activities, will head its home appliance advertising, sales promotion, dealer programs, sales training and other functions, with an advertising budget estimated at $4 million, according to R. C. Connel, Norge sales vice president. As director of dealer development and later in merchandising, he was credited with helping lift Norge sales from $43 million to $128 million in less than two years.

Leach, BBDO Executive, Dies

FUNERAL SERVICES were held Saturday in Manchester, Mass., for Lawrence Roberts Leach, 45, BBDO account executive, who died Jan. 29 of a heart attack in his home at Old Greenwich, Conn.

Mr. Leach, who was responsible for the agency's marketing planning on the Campbell Soup Co. account, moved to BBDO in 1954 from Benton & Bowles, New York, which he joined in 1950 following a long-term association with Lever Bros., New York.

Surviving are his wife, two sons, a sister and a brother.

Frank Block Assoc. Names Five New Vice Presidents

FIVE EXECUTIVES of Frank Block Assoc., St. Louis, Mo., agency, have been appointed vice presidents, it was announced last week.

They are Robert D. Firestone, industrial and consumer promotion account executive; Vernon E. Koby, production manager; Robert L. Mahon, copy director; Jack Rafield, consumer and fashion promotion account executive, and Maurice A. Seligsohn, art director.

BUSINESS

Swift & Co., Chicago, starts alternate week sponsorship of *Uncle Johnny Coons* (Sat., 10:30-11 a.m. CST) on NBC-TV Feb. 25 for 52 weeks. Agency is McCann-Erickson, Chicago office.

VCA Labs, L. A., for Rybutol, vitamin capsules, has signed with CBS Radio Spot Sales for 14-station spot schedule, running through March. Contract was placed through BBDO, L. A.

Chock Full O' Nuts Corp. (coffee), N. Y., to expand radio-tv spot campaign in Albany-Schenectady-Troy market and 13 upper N. Y. state counties. Campaign starts Feb. 20 and runs 52 weeks. Company also expects to expand Pennsylvania coverage shortly. Agency: Grey Adv., N. Y.

Miller Brewing Co., Milwaukee, and **Clark Oil Co.,** that city, will sponsor 1956 games of Milwaukee Braves, both through Mathisson & Assoc., Milwaukee. Sponsors plan coverage throughout Wisconsin, with supplementary coverage in Upper Peninsula of Michigan, Eastern Minnesota and Northeastern Iowa. Broadcasts, originating over WEMP Milwaukee, also will be carried by WTMJ Milwaukee.

AGENCY APPOINTMENTS

Renuzit Home Products Co., Philadelphia, names Arndt, Preston, Chapin, Lamb & Keen Inc., that city, for all products, effective immediately. At same time agency announces Renuzit purchase of twice-weekly, five-minute segment of Don McNeill Breakfast Club on ABC Radio network, beginning Feb. 13.

Tetley Tea Co., N. Y., with annual billing of $500,000, appoints Ogilvy, Benson & Mather, N. Y. Account had been handled by Geyer Adv., N. Y.

Tastee Freez Corp. of America (frozen desserts), Chicago, appoints Russel M. Seeds Co., same city. **Maurice B. Silverman,** whose agency, Silverman Adv. Agency, Chicago handled account, joins Seeds around April 1 as account executive.

A&A PEOPLE

Sidney Garfield, former president, Hirshon-Garfield before its consolidation with Peck Adv., N. Y., elected chairman of board, Peck Adv.

Paul Foley, vice president and chairman of Detroit plans board, McCann - Erickson, N. Y., appointed manager of Detriot office. **Robert F. Gibbons,** associate creative director in charge of radio and tv copy of McCann-Erickson, Cleveland, appointed assistant to general manager of Cleveland office in charge of agency's radio-tv department.

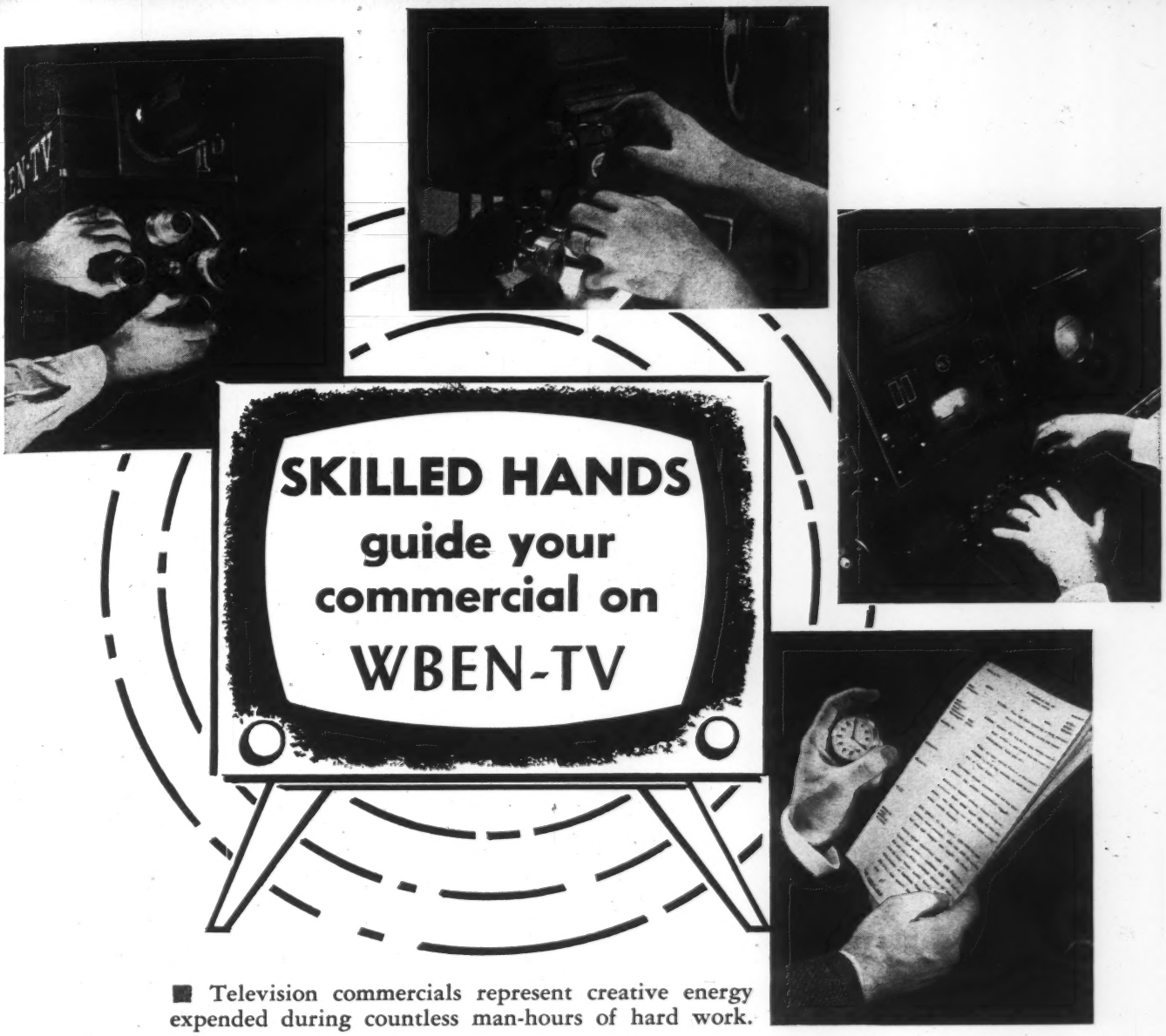
MR. FOLEY

Reginald E. Gilbert, advertising and sales promotion manager, General Bronze Corp., Garden City, N. Y., to McCann-Erickson, N. Y., as sales promotion supervisor, Owens-Corning Fiberglas group.

Edward A. Cashin, account executive and director, BBDO, N. Y., elected executive vice president and member of executive committee. With agency since 1939, he will be in charge of client relations, concentrating on package products.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co., Chicago office, promoted to vice president and general manager of that branch. He has been with firm since 1943.

Raymond M. Neyhart, with MacManus, John & Adams Inc. since October, appointed manager of agency's Chicago office. **Jack H. Holmes,** manager of L. A. office, also will head new San Francisco branch.



■ Television commercials represent creative energy expended during countless man-hours of hard work.

To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV "guides your commercials" from copy checking to control-room shading . . . from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when *"you're* on the air."

You buy "QUALITY" when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

Your TV dollars count for more on CHANNEL 4.

WBEN TV

CBS NETWORK **BUFFALO, N. Y.**

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And — WBEN - TV delivers this market as does no other television station.

for AUDIENCE IMPACT...SALESMANSHIP... and TOP PRODUCT IDENTIFICATION you can't beat...

MOLLY

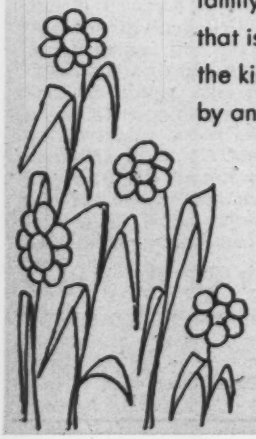
starring GERTRUDE BERG and the famous GOLDBERG FAMILY

39 NEW half-hour shows

- **NEW STORY LINE** . . . warmer and more entertaining than ever before.
- **NEW SETTINGS** . . . Molly's new home in the heart of Suburban America.
- **NEW SITUATIONS** . . . with Molly making friends with all her new small town neighbors.

EVERYBODY LOVES MOLLY

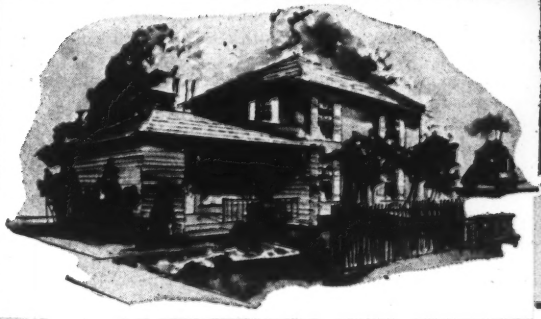
...and now that same warm affection can be carried over to *your* product when you sponsor this great family show. The simple and endearing personality that is MOLLY surrounds your sales messages with the kind of sincere impact that can't be duplicated by any other program . . . of any type. Now, after twenty-five years of national sponsorship, the show has a brand-new title and a bright new format. It's ready to go to work for your product immediately in *just the markets you choose*... but you'll have to act fast, before the cities you want are gone! Write, wire or phone today for audition reel and prices.



GUILD FILMS COMPANY, INC.

460 PARK AVENUE • NEW YORK 22, NEW YORK • MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD.

4 MORE GUILD BEST-SELLERS



I SPY

Distinguished actor, RAYMOND MASSEY, presents true and exciting stories behind history's most famous spies. 39 half-hour . . . mystery, intrigue, adventure. Sponsored in over 60 markets.

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America . . . with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The ½-hour show all America is talking about . . . winning fabulous ratings in over 100 markets.

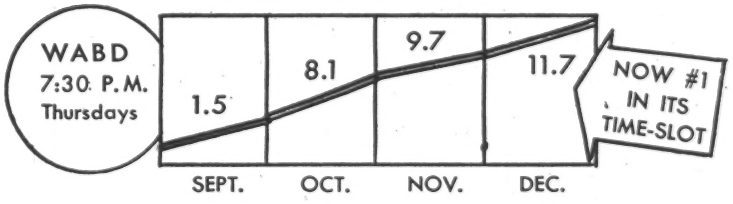
15 minutes with FRANKIE LAINE and Connie Haines

All the 'star' entertainment quality of a ½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a ½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!

CHECK THESE SKYROCKETING NEW YORK A. R. B. RATINGS:



"QUITE A SALESGIRL, THIS MOLLY..."

. . . Says Peck Advertising Agency, speaking for its client, Old Dutch Coffee, which reports enthusiastic reaction from all its dealers since it began sponsoring this program last October. Incidentally, ratings for MOLLY's time-slot, which were 1.5 before the show's debut, have now climbed to 11.7 . . . bringing the show's cost-per-thousand down to only $2.67 per commercial minute.

GUILD FILMS COMPANY INC.

460 PARK AVENUE • NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.

Herbert W. Stoetzel elected president and **C. N. Kirchner** executive vice president of Glenn-Jordan-Stoetzel Inc., Chicago agency. Mr. Stoetzel has been acting president since death of James R. Glenn in June 1955.

James P. Ryan, account executive, Donahue & Coe Inc., N. Y., elected vice president and account supervisor.

Stanley F. Olley, formerly art director, Lee Ramsdell & Co. Inc., Phila., appointed vice president and art director.

F. R. Varchetta promoted from assistant advertising and sales promotion manager to advertising and sales promotion manager of O-Cedar Corp., Chicago, Div. of American Marietta Co.

John P. Osterman, formerly advertising manager, Ajax Electric Co., Phila., to account management staff of Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Glen Jocelyn, former vice president and creative director, Erwin, Wasey & Co., N. Y., to Buchanan-Thomas Adv. Co., Omaha, Neb., as creative director.

Sally Cramer, copy head, Doyle Dane Bernbach, N. Y., to BBDO, N. Y., as creative coordinator.

John J. Wassmer, production manager, Storm & Klein, N. Y., which merged Jan. 3 with Emil Mogul, N. Y., appointed production manager of Mogul agency.

Leigh Dimond since 1945 with Bureau of Advertising, American Newspaper Publishers Assn., N. Y., in various research and marketing posts, named assistant marketing director.

George Johnson, formerly soils, crops, and agricultural chemicals editor, *Successful Farming* magazine, to E. H. Brown Adv. Agency, Chicago, in agricultural department.

Jana Seacat, former copy staffer, West-Marquis Inc., L. A., to copy department of Kennedy, Walker & Wooten, L. A.

Robert D. Polatsek, copywriter, BBDO's Cleveland office; **Warren Michael,** radio-tv director, Bruce B. Brewer Co., Minneapolis; **Olive Lillehei,** copy group head, Needham, Louis & Brorby Inc., Chicago; **Earl Rauen,** tv writer, BBDO, N. Y., and **Robert Noel,** tv writer, Needham, Louis & Brorby, Chicago, to Leo Burnett Co., Chicago, as tv film writers.

George A. Borden, Al Paul Lefton Co., Phila., to production department of Gray & Rogers Adv., Phila.

Don Berard, assistant art director, Ogilvy, Benson & Mather, N. Y., and **John Baker,** copywriter, Young & Rubicam, N. Y., to Grey Adv., N. Y., in similar capacities. **Harold Welsh,** copy director, CBS Radio, also to Grey as copywriter.

Ruth D. Supiro, radio-tv analyst, A. C. Nielsen Co., to radio-tv research, N. W. Ayer & Son, N. Y.

Henry J. Kaufman, managing director, Henry J. Kaufman & Assoc., Washington, named chairman of D. C. 1956 Heart Fund drive.

Richard Sachse, account executive at North Adv. Inc., Chicago, appointed co-chairman of public relations committee for radio-tv in Chicago Heart Assn.'s 1956 Heart Fund drive.

John T. Woodside, 66, president of Weco Products Co. (Dr. West tooth brushes), Chicago, died Jan. 28 in Miami, Fla.

NARTB WANTS MORE TESTS OF TV SET COUNT METHODS

Association board, meeting in Chandler, Ariz., also orders changes in the Television Code, increases budget and indorses a new series of tests covering interview techniques, among other actions.

A NEW series of field tests designed to complete development of a valid and acceptable national audit of tv circulation on a continuing basis was ordered Wednesday by the NARTB Tv Board, meeting at Chandler, Ariz.

In a series of actions covering a wide range of industry activity the Tv Board ordered changes in the NARTB Television Code. Principal change adds a bait-and-switch clause to the section covering acceptability of advertisers and products.

The new section reads: "Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable."

In accepting the report of its Television & Implementation Circulation Committee, the board endorsed a new series of tests covering interview techniques. It asked its Research Committee to submit a proposed budget within 30 days.

An overall association budget for the 1956 fiscal year of $833,000, about $50,000 in excess of the current year, was recommended by the finance committee, headed by William D. Pabst, KFRC San Francisco, at its Tuesday meeting for ratification by the respective television and radio boards. About half of the increase was attributable to salary increases. Added to the pension plan were six employes who had reached 35, and had been with the association at least five years.

At the tv board session Wednesday other actions included designation of Sept. 23-29 as National Television Week, with the cooperation of manufacturers and dealers; provision whereby film producers can be drawn within the code's purview, under ground rules to be drawn by a special committee; approval of plans to publish a quarterly for public consumption under the auspices of the television information committee, with this and other work entailing an $8,000 budget, and an increase of about 20% in the code board budget to provide for stepped-up monitoring.

The Tv Board heard progress reports on the legislative and regulatory situation in Washington, along with the status of negotiations with AT&T on transmission tariffs and intercity video relays. The status of pay-tv, translator stations and community antennas also were covered, with authorization that studies be continued.

Committee Name Changed

In bringing the three-year-old tv research project to its last hurdle, the board changed the name of the committee to Audit Television Circulation Committee. Clair R. McCollough, WGAL-TV Lancaster, Pa., Television Board chairman, said the name has been changed "because we are much closer now to the actuality of a continuing nationwide survey and we feel that the scope of the committee's activity, originally confined to studying the possibilities, now should be broadened to anticipate the probability of a pilot study.

It is indicated that about $40,000 will be required for the new series of tests. But it was emphasized that every possible aspect had been explored to avoid the pitfalls of other

Robert Kintner Selected as NARTB Keynoter

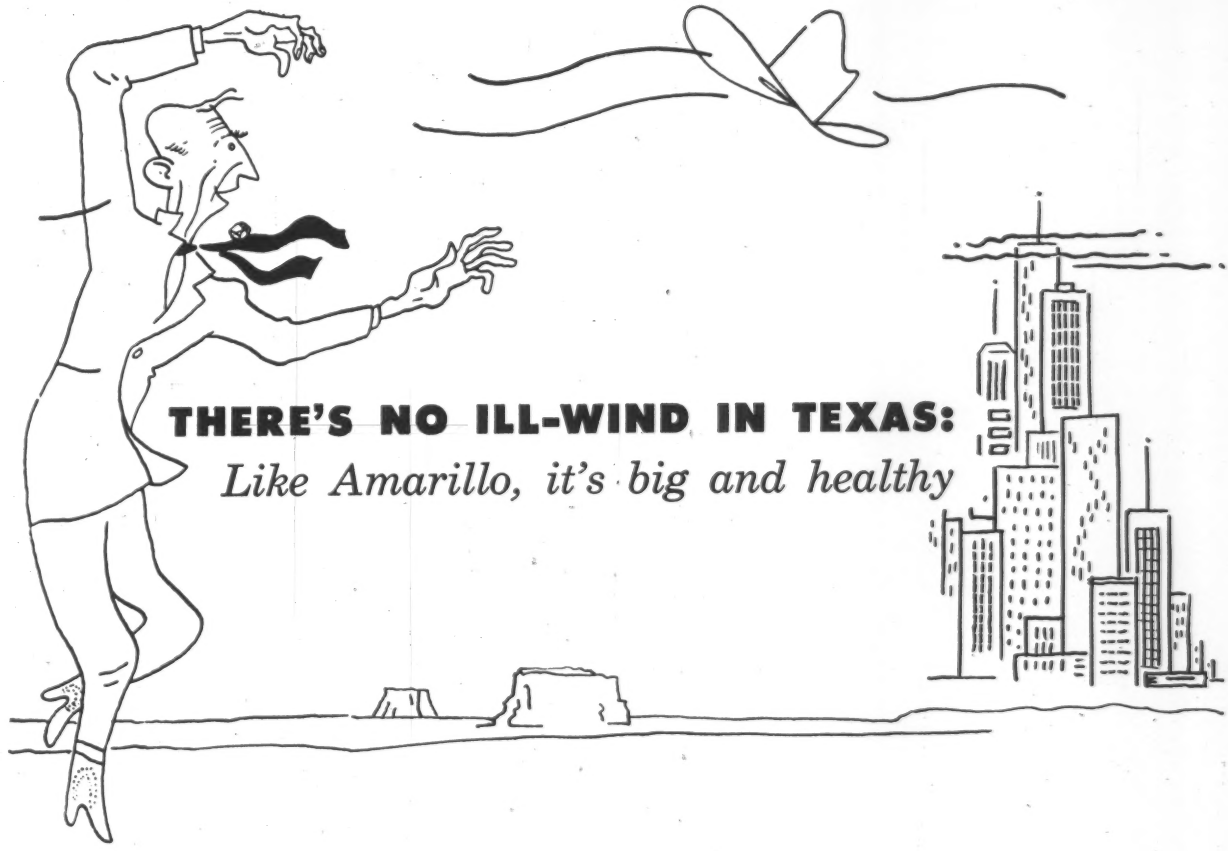
TRIBUTE to Robert E. Kintner, president of ABC radio and tv networks, will be paid by NARTB at its April 15-19 convention in Chicago. Mr. Kintner was selected Friday by the NARTB board to receive the association's fourth keynote award.

The keynote honor was established by NARTB in 1953 when Brig. Gen. David Sarnoff, RCA chairman, was selected for the award. Following Gen. Sarnoff were William S. Paley, CBS Inc. chairman, and Mark Ethridge, vice president of WHAS-AM-TV Louisville and publisher of the *Louisville Courier-Journal.*

Mr. Kintner joined ABC in 1944 at the invitation of Edward J. Noble, board chairman, and soon became a vice president. He rose to executive vice president and was elected president in 1950.

The NARTB combined boards announced selection of Mr. Kintner at the concluding session of the three-day series of meetings held at Chandler, Ariz. He will deliver the opening address at the April convention.

. . . CONVENTION KEYNOTER



THERE'S NO ILL-WIND IN TEXAS:

Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot pole. If the chain and block are blown parallel to the ground, it's too windy to work. No need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

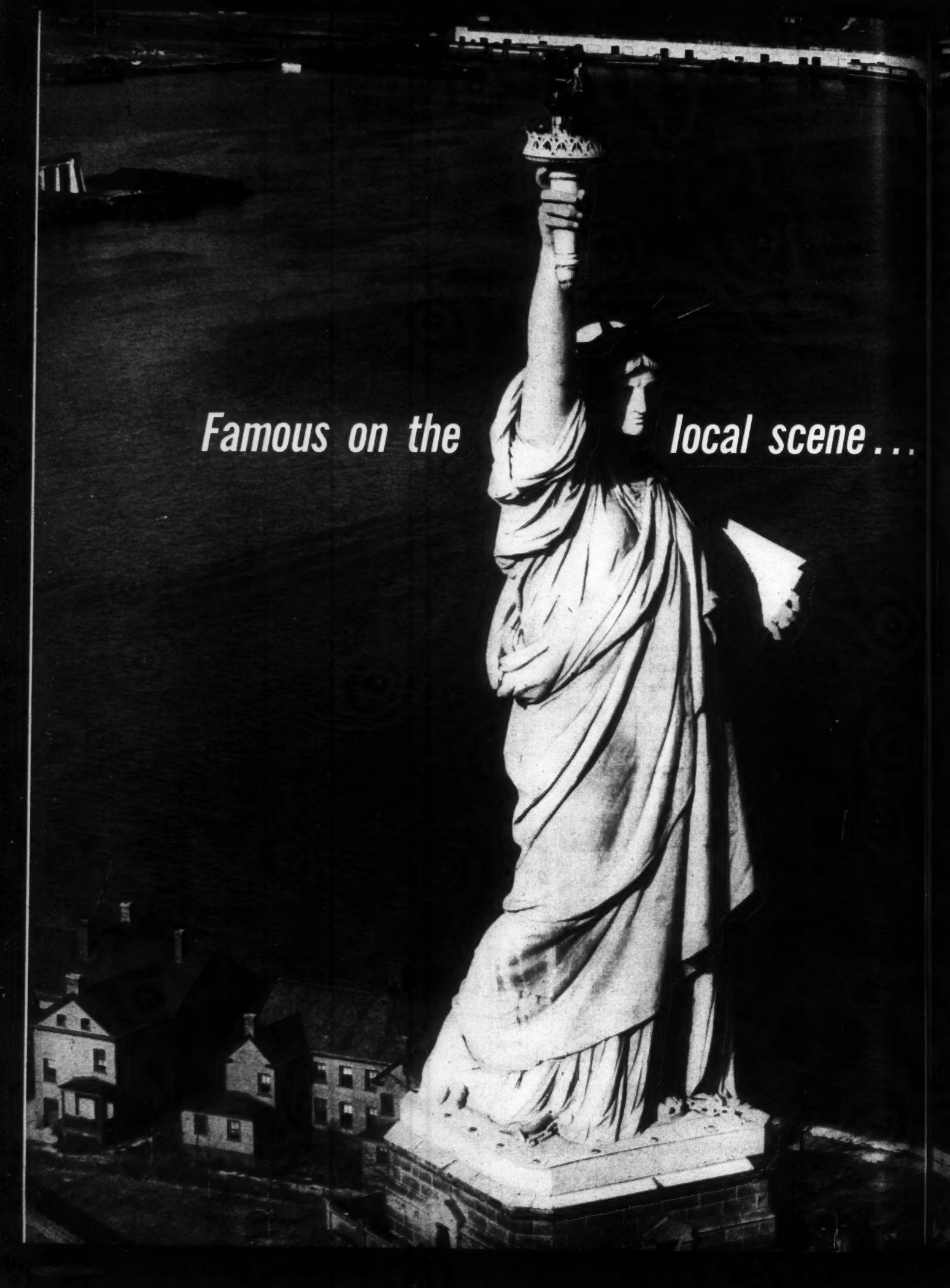
Like most Texans, citizens of Amarillo have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, our farm editor, says it disrobed a young lady crossing Polk at Sixth. She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of red and green calico. Cotton John's got a piece of sand to prove it. He also has a passel of surveys which prove he and we have a loyal following throughout the Amarillo trading area (an area which has made Amarillo the nation's leader in retail sales per household for three years running).

KGNC - AM & TV

★ *Amarillo*

NBC AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency


Famous on the local scene...

. *yet known throughout the nation.*

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase, "for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

WSPD · WSPD-TV Toledo, Ohio	**WJBK · WJBK-TV** Detroit, Mich.	**WAGA · WAGA-TV** Atlanta, Ga.	**WGBS · WGBS-TV** Miami, Fla.	**KPTV** Portland, Ore.
	WWVA Wheeling, W. Va.	**WBRC · WBRC-TV** Birmingham, Ala.	**WJW · WXEL-TV** Cleveland, Ohio	

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director
BOB WOOD, National Sales Mgr.
118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

proposed projects, under private or trade auspices.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the implementation committee, and Hugh M. Beville, director of research and planning, NBC, presented the report, the latter as chairman of the research subcommittee. This committee has supervised the field tests which relate results of interviewing techniques with set owners to the tape records from mechanical recorders connected to sets in the same homes. The result of these tests, conducted by Alfred Politz Research Inc., in two unidentified multi-station markets, according to Mr. Beville's report, indicated the following:

1. That the techniques employed in the tests proved to be satisfactory for purposes of gaining set ownership information, the first element in circulation measurement.

2. That the results from interviewing methods, when compared to the results obtained by the mechanical recorder, indicated the acceptability of the interviewing methods provided that further work is done in refining the interviewing techniques.

3. That a new series of tests is required to refine the method of interviewing, with particular emphasis upon the kind of questions to be asked of set owners in order to produce a high degree of accuracy in regard to station viewing data.

Mr. Swezey emphasized that his committee, in seeking funds and time for further study, was acknowledging the heavy responsibility implicit in the project: The consummation of an all-industry, uniform, continuing study which would become the final authority for television circulation measurement.

"We have been working on this project for three years," he said, "and I know that there has been expressed some impatience for quicker action. However, the committee realizes that it is dealing with an association project in which the sponsor is the industry itself and in which the results must be unchallengeable. Until the committee and the board, and particularly our professional research advisors who are among the best in television broadcasting, can be satisfied that we have a validated technique that will stand up to any reasonable scientific examination, we cannot move to the pilot study which will precede the actual nationwide measurement."

Field Test Plans

The methodology tests conducted by Politz were launched over a year ago. Meters, developed under auspices of NARTB, were placed in carefully selected homes. Both telephone and personal interviews with the occupants of these homes were checked against the meter readings over a period of time. The effort to develop an acceptable interview technique has been undertaken to obviate the installation of meters in homes in every county of the nation, a program which would be prohibitive financially.

The field test plans originally were submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology tests proposed were reasonable.

When the new tests are completed, the ATC committee then will proceed with consideration of the pilot study. Other members of the research committee are Donald W. Coyle, director of research, ABC, and Oscar Katz, director of research, CBS-TV. Richard M. Allerton, manager of research, NARTB, is an ex-officio member.

The board, in approving the new study, commended the implementation (ATC) committee and the research subcommittee on their "substantial progress to date." Other members of the ATC committee are Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Warl L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angles; J. Leonard Reinsch, WSB-TV Atlanta; Donald W. Thornburgh, WCAU-TV, Philadelphia and Lee B. Wailes, Storer Broadcasting Co., Miami Beach.

Retiring members of the tv board were honored for their services. The board presented a leather sport jacket to Mr. McCollough at a reception given by Vice Chairman and Mrs. Arnoux following the meeting Wednesday. The presentation was made by Judge Justin Miller, former president and consulting counsel to NARTB.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the television code review board reported results of the board's meeting in Carmel, Calif. [B•T, Jan. 30]. A resolution was adopted directing the board to explore with producers and distributors of tv films a plan for voluntary association with and subscription to the code. Mr. Shafto said a number of film companies have voluntarily expressed the desire to conform to code provisions. Chairman Shafto will report on the matter at the tv board meeting next June.

Adherence To Code Provisions

Participation of film producers, Mr. Shafto explained, would result in wider adherence to a uniform set of code provisions directed toward provision of decency and decorum in production and propriety and balance in advertising. The code at present limits its subscribers to those engaged in actual station or network operations.

Code subscribers, Mr. Shafto said, are being asked to adopt "more reasonable policies consistent with good advertising" in so-called "trade-out telecasting". He defined "trade-outs" as promotional copy about the current releases of theatrical and motion picture producers, which sometimes appears on live programs featuring star talent, and at other times in film or kinescope clips of actual scenes from such releases.

In the developmental days, he said, such, promotion was reasonable as well as entertaining and served to encourage the appearance on television of performers from allied fields. Now, however, he said, competition has created a condition in which promotional copy and excerpts have taken on the dimension of straight advertising and should be measured against the advertising time limitations suggested in the code.

Under the section dealing with dramatized appeals advertising, a reference to "doctors" was changed to "physicians" and in the section dealing with premiums of offers, a reference to "listeners" was changed to "viewers".

In approving the recommendations of Television Information Committee for publication of a quarterly magazine, the board also authorized a budget of $8,999 for this and related work. Dealing with the social, educational, economic and technological contributions of television, the book will be distributed by NARTB to national groups and civic leaders and made available to stations for further local distribution.

Also endorsed was the publication of an illustrated booklet to provide guidance for children and parents on how to get the most out of television. Mr. Quaal, chairman of the committee on viewer reactions, proposed, and the board approved, further exploration by the committee of means of determining audience reaction. He also urged expansion of the "outstanding work" of TIC as a continued aid in the public relations area, recommending that strong efforts be made to broaden subscription to and compliance with the code.

Continuing its surveillance of community antennas, the tv board received a recommendation from the Community Antenna Committee, headed by William Fay, WHAM-TV Rochester. The committee recommended that NARTB participate as a friend of the court in any appropriate litigation which may arise to established property rights and their possible infringement by community antenna systems. He said the committee recognized that community antenna systems have had a part in bringing television to certain areas not otherwise served, but felt nevertheless that community antenna operations must recognize the property rights of broadcasters whose programs these systems utilize.

Thad H. Brown, NARTB vice president for television, reported that "excellent progress" was being made by the Television Transmission Tariffs Committee in reviewng developments in the field of intercity video relay rates. The board, at its meeting last June, adopted a resolution stressing the importance of video tariff rates and urging steps toward equitable charges.

Tv Board members attending were Messrs. McCollough, Arnoux, Quaal, Fay, Swezey, Carter, Hough and Raibourn; Joseph E. Baudino, Westinghouse Broadcasting Co.; W. D. Rogers, KDUB-TV Lubbock, Texas; Merle S. Jones, CBS-TV and Frank M. Russell, NBC-TV. George B. Storer, Storer Broadcasting Co., was excused because of illness and Ernest Lee Jahncke, ABC-TV, because of a previous commitment.

Completing their Tv Board service are Messrs. McCollough, Swezey, Hough, Raibourn and Storer. They have served the limit of two consecutive terms. Mr. McCollough has served on association boards since 1938.

NARTB Board Frowns On Free Movie Plugs

TV STATIONS were urged by the NARTB Television Code Review Board at its final session Jan. 27 to adopt "more reasonable policies consistent with good advertising" in their handling of trade-out or free-plug mentions [B•T, Jan. 30]. Text of the trade-out statement issued by G. Richard Shafto, WIS-TV Columbia, S. C., board chairman, follows:

"The practice of trading out promotion time on the air on certain major television programs featuring motion picture and theatrical talent or containing excerpts from current releases, as originally conceived and executed, did not violate any of the suggestions in the Television Code. In the early developmental days of the practice, such promotion was reasonable as well as entertaining—and served to encourage the appearance on television of many fine performers from allied fields of entertainment.

"However, competition in the field has created a condition in which so-called promotional copy and excerpts have taken on the dimension of straight advertising—in length, frequency and content. Reasonable appraisal and review of many of these programs indicates that much of this type of so-called promotion actually should be measured against the suggested advertising time limitation contained in the Code.

"The board is advising all subscribers to review promotional films carefully with particular reference to those portions which extol the virtue of specific releases and urge the public to see them at their theatre. This is advertising copy, not promotion, and thus subject to the code's time standards provisions. It should be charged against the commercial time allocation of the sponsor."

NARTB APPROVES RADIO CODE SYMBOL

Stations adhering to association's voluntary Standards of Practice now will be able to use air - identification announcements, board rules at Chandler, Ariz., meeting.

RADIO broadcast stations adhering to the NARTB's voluntary Standards of Practice henceforth will be able to use air-identification announcements and visual symbols to show they observe the code.

The NARTB Radio Board, meeting Thursday at Chandler, Ariz., unanimously adopted a plan submitted by its Standards Committee headed by Walter E. Wagstaff, KIDO Boise, Idaho, bringing about a counterpart of the tv code symbol. Besides air announcements, subscribing stations can use visual symbols on stationery and published material.

This resolution, submitted by Mr. Wagstaff, was adopted:

"Whereas radio broadcasters of the United States have voluntarily observed self-adopted standards of practice since the early days of the art, and

"Whereas responsible broadcasters desire to be provided with symbols by which they may proclaim their conscientious observance of the Standards of Practice, and

"Whereas reputable advertisers are increasingly aware of the value of associating with those broadcasters who have won the confidence of their listeners through observance of the Standards of Practice and are eager for means of readily identifying such broadcasters,

"Now therefore be it resolved that it is the recommendation of the Committee on Implementation of the Standards of Practice that there be made available to any broadcaster pledging adherence to the standards certain visual and audio symbols of his intent and practice."

FCC Should Clarify Its Position

Confusion over new FCC concepts regarding commercial practices in radio and so-called "program imbalance" as evidenced by recent citations on license renewals was voiced by radio directors. They said clarification of FCC's position will be sought although no formal action was taken.

The week of May 13-19 was selected for observance of a separate National Radio Week. National Television Week is to be observed Sept. 23-29. Manufacturers and dealers will participate in both events and Radio Advertising Bureau will build its summer promotions around the radio event.

A proposed horizontal increase in power for all am stations to four times the present levels was rejected unanimously on the grounds it would be too expensive for many stations and would involve NARBA complications.

FCC's recent order requiring fm stations entering dual service such as functional music and storecasting to multiplex such service by July 1 was considered. Fm board members asked NARTB to urge FCC to drop the "must" requirement for multiplexing and to allow simplex operation. Transmitter changes costing $4,000-$10,000 and receiver costs of $90-$180 per unit were cited as objections to multiplexing. These costs were declared beyond the means of many stations, with 35 stations immediately affected. The board deferred action until the Fm Committee, headed by H Quenton Cox, KQFM (FM) Portland, Ore., can study the subject some more.

A membership drive to be conducted prior to the April convention was authorized. Total membership is now 1,986 (1,249 am, four radio networks, 324 fm stations, 279 tv stations, three tv networks, 127 associates) compared to 1,867 in 1955.

NARTB President Harold E. Fellows was directed to name a Radio Research Committee to study radio set data and report to the June board meeting. Existing radio data shortchange the medium by failure to show accurately the out-of-home circulation, it was reported. The plan would take advantage of new tv research techniques.

Prose Walker, NARTB engineering manager, reported the association will file with FCC by Feb. 15 a petition to extend remote control privileges to all stations. Present remote gear is confined to nondirectional stations of 10 kw and under. More than 700 stations would benefit from such an order.

The board voted 15-9 to eliminate the eight at-large radio directorships—two each for large, medium, small and fm stations. The action was subject to ratification by the full board and the membership, and would become effective in 1957. The Radio Board would be reduced from 29 to 21 members. The Tv Board consists of 14 directors, though 18 are authorized. The four radio and three tv networks each appoint a member to the respective boards.

A resolution was adopted thanking Radio Board Chairman Henry B. Clay, KWKH Shreveport, La.; Vice Chairman E. K. Hartenbower, KCMO Kansas City, and E. R. Vadeboncoeur, WSYR Syracuse, for their services. Terms of the three expire this year, and they are ineligible under the two-term limit to run for re-election.

Attending the Radio Board meeting besides Messrs. Cox, Clay, Hartenbower, Wagstaff and Vadeboncoeur were Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Alex Keese, WFAA Dallas; W. D. Pabst, KFRC San Francisco; Calvin J. Smith, KFAC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John M. Outler, WSB Atlanta; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Lester L. Gould, KFMA Davenport, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill.; Don Durgin, ABC; Arthur Hull Hayes, CBS Radio; John B. Poor, MBS, and Charles R. Denny, NBC Radio. Owen F. Uridge, WQAM Miami; James H. Moore, WSLS Roanoke, Va., and Cy Casper, WBBZ Ponca City, Okla., were excused.

Sports Broadcasters Get McConnaughey Compliment

SPORTSCASTERS received kudos from FCC Chairman George C. McConnaughey at the annual dinner of the Sports Broadcasters Assn. in New York last week.

The broadcasting and telecasting of sports has not only served to bring the games into the living room, Mr. McConnaughey, a high school and college baseball pitcher, said, but has made listeners and watchers become active participants in sports. This is what is needed, the FCC chairman said, to induce physical fitness in American youth. He referred to the meeting on physical fitness called by President Eisenhower last year, later cancelled, after dismal reports of American youth fitness.

Referring to subscription tv, Mr McConnaughey repeated what he had said before: It won't be in tomorrow's headlines.

Mr. McConnaughey said watching sports events on tv was the next best thing to being there in the first row on a free pass.

NCAA Television Committee Hears Suggestions for Fall

THE National Collegiate Athletic Assn. Television Committee held a three-day hearing in New York last week, at which representatives of networks, advertising agencies and member colleges presented suggestions for inclusion in the NCAA's television program for 1956. The 12-man tv committee will hold a meeting in Chicago Feb. 13-14-15 to discuss the proposals heard by the group last week.

A spokesman in New York said it is not known whether the Chicago meeting will produce a plan to be submitted to the membership for approval, but said the committee was "hopeful" that one would be forthcoming by March 1. The 50th annual convention of the NCAA last month [B•T, Jan. 16] voted for a plan that would be restrictive in nature, as has been in effect for the past several years, but assigned to the tv committee the task of working out specific details.

Radio's Greater Circulation Cited by Eastman at Seminar

SPOT RADIO has more circulation today than it had 10 years ago, Robert Eastman, executive vice president, John Blair & Co., said Tuesday in a talk on spot usage and advantages before the Radio & Television Executives Society's timebuying and selling seminar in New York. Also on the program was Roger C. Bumstead, media director of David J. Mahoney Inc. (see page 36).

Mr. Eastman detailed radio's attraction to advertisers. This he highpointed as saturation, immediacy, as a re-enforcement of a long media campaign and as a complimentary medium to a tv campaign. He said radio can be used—and that more advertisers are discovering it—on a continuous basis. Summing up radio, Mr. Eastman said "it adds cement to the advertiser's campaign."

Huntington Takes TvB Post

APPOINTMENT of George C. Huntington, project director in charge of media research for Dancer - Fitzgerald - Sample, New York, as director of sales development for Television Bureau of Advertising, was announced last week by Oliver Treyz, TvB president.

MR. HUNTINGTON

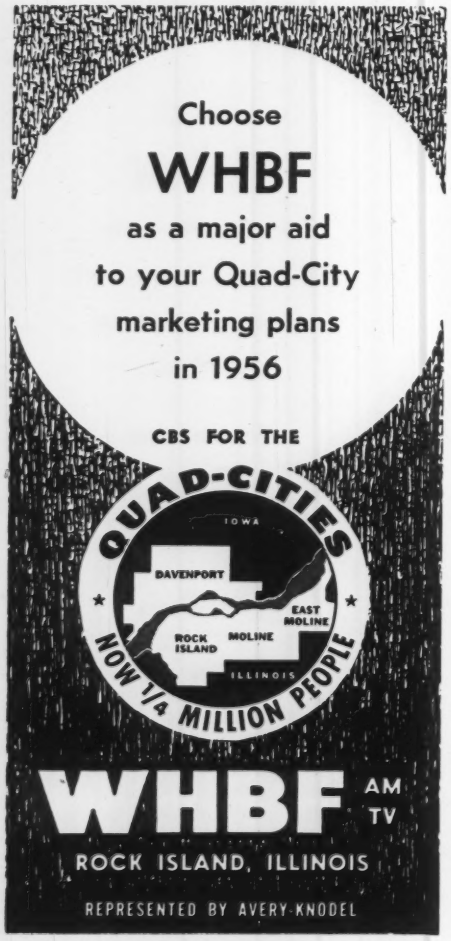
Mr. Treyz observed that Mr. Huntington's research and presentation background "will give impetus to the bureau's in-the-field selling activities."

Trachtenberg Joins RAB

IRVING TRACHTENBERG, account executive, General Outdoor Advertising Inc., New York, today (Monday) joins the national sales department of Radio Advertising Bureau as sales executive on RAB's beer and transportation accounts. Before his association with GOA, Mr. Trachtenberg was with the *New York Daily News* and the *Oklahoma City Times*.

the summit

Another top Radio Independent —KFMJ, in Tulsa, Oklahoma, takes top audience in the market's 7-day average. See Nov.-Dec. Hooper. Call John E. Pearson Company (JEPCO) in New York. Dial LU 5-5555 in Tulsa.



WARNER MAY SELL OLD FILM PACKAGE

WARNER BROS Inc. last week reported that it is "studying" the possibility of selling its backlog of old motion pictures for television use, but said it could make no definite announcement at this time. This disclosure came from Robert W. Perkins, Warner's vice president and general counsel, at the company's annual meeting in Wilmington, Del.

When asked if Warner was negotiating for the sale of 1,000 feature films to American Broadcasting-Paramount Theatres for a reported $20 million, Mr. Perkins said: "We are studying the situation but can announce nothing at present . . . twenty million is a good price. I'm glad to hear it."

Mr. Perkins said he could not definitely say whether AB-PT was the only company with which Warner is negotiating. Robert E. Kintner, president of ABC, a division of AB-PT, confirmed that negotiations with Warner have been in progress [B•T, Jan. 30], but would not venture a guess as to whether an agreement will materialize. The $20 million price mentioned in unofficial speculation is regarded as considerably higher than the figure actually under discussion in the negotiations.

NATL. TELEFILM EXPANDS TO PRODUCTION OF FILM

TvB's Nelson joins firm. Greshler appointed to coordinate film development.

EXPANSION of National Telefilm Assoc. from program distribution field to tv film production activities was announced last week by Ely Landau, NTA president, who said a budget of "a minimum of $250,000" has been set for the next 90-120 days on new program work. Mr. Landau also announced last week that James E. Nelson, formerly of Television Bureau of Advertising, had joined NTA.

Mr. Landau said that a new program development department has been set up within NTA, with Abner J. Greshler, former president of York Pictures Corp., as coordinator. Under terms of his agreement with NTA, Mr. Greshler remains free to continue other activities in the talent field.

NTA will produce pilots for six films planned for network and national sales, according to Mr. Landau. One pilot film already set is *The Sheriff of Cochise*, which will be produced at the Motion Picture Center Studios on the West Coast later this month.

Mr. Nelson, director of national spot sales at TvB, joins NTA in a top-level executive position, according to Mr. Landau.

Mr. Nelson has been active in both advertising and production phases of radio-tv. Before moving to TvB in 1955 after nine years as head of his own advertising agency, Keystone Adv., he was vice president in charge of radio-tv with Storm & Klein, and prior to that was with MBS, NBC and his own package radio firm.

Mr. Nelson will report to Mr. Landau and Oliver A. Unger, NTA executive vice president.

Walter Tibbals Named V. P. At Four Star Films Inc.

APPOINTMENT of Walter A. Tibbals as vice president of Four Star Films Inc., Culver City, Calif., was announced last week by William Cruikshank, president of Four Star.

Mr. Tibbals, who recently resigned his position as vice president in charge of television and radio for BBDO, New York, after a 13-year tenure, joins the Four Star organization to serve as a creative executive in the formulation of new properties and to function as special liaison with associated talent, agencies, and clients. His appointment is effective Feb. 15.

A native of New Jersey, Mr. Tibbals entered broadcasting in 1934 when he joined WNEW New York. In 1942 he began his association with BBDO as producer-director, agency representative, and since 1952, as vice president of that firm's Hollywood office. In 1952 he accompanied the Eisenhower presidential campaign tour, in charge of all radio and television addresses.

Screen Gems Inc. to Hold International Sales Meet

SCREEN GEMS Inc. will hold its first international sales convention in New York for four days this week, beginning Thursday, during which 29 sales representatives from 10 branch offices in the U. S. and Canada will attend sessions covering various business phases of the company's operations.

John H. Mitchell, vice president in charge of sales, and Robert Salk, director of sales, will direct the business sessions. Ralph M. Cohn, vice president and general manager, will discuss studio and production operations as they relate to both East and West Coasts. Department heads in sales, research, merchandising, promotion, legal, publicity, traffic and commercials will describe their activities.

Screen Gems currently has seven series in syndication and is considering the production of 10 other series during 1956-57. During the convention, each syndicated series will be reviewed, selling philosophy and techniques of first run sales will be discussed, and sales plans for feature films will be analyzed.

Syndicated Tv Films Seen Big Help in 'Marginal' Time

SYNDICATED television films of quality have turned "marginal" time periods into "marvelous availabilities," it was reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, New York.

A study completed by Ziv's research department showed that in the larger eastern tv markets the formerly "hard-to-sell" 6-7:30 p.m. period has become "a plum for spot advertisers using syndicated films," according to Mr. Rifkin. He cited ARB figures for December covering New York and Chicago which, he said, showed that syndicated films in this time period and in the 10-11 p.m. slot ranked among the top ten. Mr. Rifkin also expressed the view that tv films will prove successful in daytime slots, which, he said, are considered "marginal" today.

Ziv's research department, Mr. Rifkin added, has undertaken another project whereby producers of in-production Ziv series will be provided with a special monthly report analyzing fan mail reaction to company programs. He said these digests will serve as a guide in planning future episodes in a series.

FILM SALES

NBC Film Division, N. Y., announces sale of *Crunch and Des* tv film series to Stroh Brewery Co., Detroit, for 17 markets in Michigan, Ohio and Indiana. Sale, negotiated through Zimmer, Keller & Calvert, Detroit, raises total number of markets on series to 85. Other regional sales completed recently by division were to I.G.A. Stores in Missouri; Regal Beer in Southeast;

"Advertising Age stimulates my thinking and aids our planning"

says **NATE N. PERLSTEIN**
Director of Advertising
Pabst Brewing Company

"Each week I look forward to reading ADVERTISING AGE. It stimulates my thinking, enables me to keep abreast of what is going on in the field of advertising and definitely aids in planning our advertising campaigns. Not only does our entire Advertising Department read each issue, but it also gets studied by members of our sales and merchandising departments."

NATE N. PERLSTEIN

As director of advertising for Pabst Brewing Company, Mr. Perlstein is responsible for advertising, including radio and television programs covering Pabst Blue Ribbon Beer, Hoffman Beverages and Eastside Old Tap Lager Beer. He started his advertising career with Meyer Both Advertising Co., later joining the Matteson, Fogarty & Jordan agency. During the Chicago World's Fair in 1933 and 1934 he was in charge of publicity and promotion for the Pabst pavilion. Later, he became producer of the Ben Bernie show. In 1938 Mr. Perlstein joined Pabst as merchandising manager and later became advertising manager. In 1948 he assumed his present title, which extends to Pabst subsidiaries, Hoffman Beverage Co. and Los Angeles Brewing Co.

Advertising Age is "must" reading for most executives who have a stake in advertising, marketing and media decisions. Every week, its dynamic presentation of advertising news, trends and developments attracts intensive readership—not only by those who place broadcast advertising contracts—but by those whose ideas and convictions influence the position of broadcast media on important advertising schedules.

Pabst Brewing Company, for example, has consistently ranked among the foremost broadcast advertisers. Broadcast has served not only to build Pabst's Wednesday Night Fights into one of the most important and successful programs on the air, but is helping to introduce Pabst's new soft drink lines. Though exact figures are not yet available, Pabst's network TV advertising alone was $1,087,696 for the first half of 1955, and its network radio for the same period, $80,500. Spot broadcast, also, is used extensively on Pabst's various products.

In addition to Mr. Perlstein's copy, 12 more subscription copies of Advertising Age are read and circulated each week among advertising, sales and merchandising executives in Pabst and its subsidiaries. Further, every week *464 subscription copies* of AA reach the agencies placing Pabst's advertising, J. Walter Thompson, Leo Burnett and Grey Advertising Agency.

Add to this AA's weekly paid circulation of 8,448 among advertising agencies, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000, based on 32,000 paid subscriptions, and you'll recognize in Advertising Age, a most influential medium for swinging broadcast media decisions your way in 1956.

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Outdoor Admen Told to Do More Research
Carbon Studies Plan for 'Expedited' First Class Mail to Cost 5c an Ounce
Sarnoff Asks FDC Affiliates for Cooperation

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Schmidt Brewing Co., and Lucky Lager Brewing Co.

Sterling Television Co., N. Y., has sold *World We Live In* to Greyhound Bus Lines for WTMJ-TV Milwaukee and *Movie Museum* to KPTV (TV) Portland, WDAF-TV and KTVX (TV) Muskogee, Okla.

Barry-Grafman & Assoc., Chicago, announces sale of *Mr. and Mrs. North* to KDAL-TV Duluth, Minn.; *Craig Kennedy, Criminologist,* KMBC-TV Kansas City, Mo.; *Main Event Wrestling,* WWTV (TV) Cadillac, Mich., and *The Buster Crabbe Show,* WNBQ (TV) Chicago.

KTLA (TV) Los Angeles has acquired rights to 450 one-reel Paramount cartoons and short subjects. Package obtained from U.M.&M. Tv Corp., N. Y., includes George Pal Puppetoons, Bouncing Ball Screen Songs, Betty Boop cartoons and others.

FILM DISTRIBUTION

Modern Talking Picture Service Inc., tv division, N. Y., offers eight new films free to stations: "Polio Vaccine News Report," 13 min., produced for Eli Lilly & Co., Indianapolis; "Water—Wealth or Worry for America," 13½ min., Cast Iron Research Assn.; "The Second Hundred Years," 27 min., Crane Co. (pipes, valves, plumbing, heating materials), Chicago; "The Story of Oats and Oatmeal," 25 min., in color, Quaker Oats Co., Chicago; "Making Time Stand Still," 6 min., White Cap Co. (vacuum caps), Chicago; "Spirit of St. Louis," 14 min., St. Louis Chamber of Commerce, and "Rice, the Most Important Food in the World," 12 min., Rice Consumer Service.

FILM PRODUCTION

Flying A Productions, L. A., is casting new tv series, *King of the Royal Mounted.* Firm plans 26 installments in series based on familiar comic strip and will offer it for national sale about March 1.

Robert J. Enders Inc., Washington, has completed first in series of religious musical films for tv, *Songs of Our Fathers,* soon to premiere in New York. "The Wedding Ceremony" is first title in series starring Jacob Barkin, tenor, and directed by Robert L. Friend, Enders vice president.

FILM PEOPLE

Martin J. Robinson, with Motion Pictures for Television, N. Y., for some three years, appointed executive vice president in charge of operations for Western Television Corp., N. Y., subsidiary of C & C Super Corp.

John N. Manson, Noble Adv. Co., Mexico City, Mexico, appointed manager of Latin American sales for Screen Gems Inc., N. Y. **Pierre Marquis,** former research director, MCA-TV, N. Y., appointed director of sales development for Screen Gems. **Ruth Freund,** formerly production manager of Screen Gems' advertising department, appointed administrative assistant to director of sales.

Morrie Roizman, former chief editor, March of Time, N. Y., to Robert Lawrence Productions Inc., N. Y., as supervising film editor.

Sean Flanelly, formerly Las Vegas newspaper editor and assistant to N. Y. columnist Igor Cassini to public relations staff of Guild Films Co., N. Y.

Tom Whitesell, production supervisor of commercials, Transfilm Inc., N.Y., father of boy, Thomas Lloyd.

NO 'DISCRIMINATION' AGAINST PAPERS, FCC COUNSEL BAKER TELLS HOUSE GROUP

Commission's chief legal officer testifies that newspaper filings for radio and tv permits, in comparative proceedings, get same consideration as other applicants. Newspaper interest in 30% of tv outlets cited as statistic to back up testimony.

FCC General Counsel Warren Baker last week told a House subcommittee the FCC does not "discriminate" against newspapers seeking radio and tv licenses in comparative proceedings.

Testifying Wednesday before the House Commerce Committee's Transportation & Communications Subcommittee on two identical bills (HR 6968 and 6977) which would prohibit FCC "discrimination" against applicants with interests in newspapers or other media "primarily engaged in the gathering and dissemination of information," Mr. Baker said the FCC considered newspaper ownership as a factor in making decisions, but that this factor often is not the determining one in awarding of broadcast licenses.

FCC Chairman George C. McConnaughey had read a statement to the subcommittee the previous day also denying that the FCC discriminated against newspapers or other information media in awarding radio or tv licenses. The Tuesday session ended before Mr. McConnaughey was questioned and he did not appear Wednesday because of the pressure of FCC business.

Beamer-Heselton Barrage

Mr. Baker was on the receiving end of a barrage of questions from Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.), both members of the parent committee but not of the subcommittee. Rep. Beamer said he will appear as a witness later in behalf of the bills, one of which he introduced.

The FCC general counsel said the courts have backed up the Commission many times over the years in its consideration of diversification of mass media as a factor in the public interest, and that the FCC had been reversed in some cases where the courts thought this factor had not been adequately considered.

He said the term "discrimination," as used in the proposed amendment, was one the FCC finds hard to define, adding that the FCC does not feel it has discriminated against newspapers in the past. He said the language in the bill is difficult to interpret and might lead to preference of newspaper applicants over those with interests in other media of mass communications.

One indication that the FCC has not discriminated against newspapers is the fact that as of January 1955 newspapers had interests in more than 30% of all tv stations, he said.

Rep. Beamer said that a Senate-House conference committee, when the McFarland Act was passed in 1952, had struck out a provision from the bill almost identical to the present proposal after the FCC had assured congressmen the agency would not discriminate against newspapers and other mass media.

Speaking rhetorically, Rep. Beamer asked if the FCC had been "true to that promise." He cited a B•T story on the FCC's diversification policies and practices in the Nov. 1, 1954, issue as "one article that prompted me to make some correction that I think is necessary."

Mr. Baker cited FCC's award of ch. 7 at Miami to newspaper-affiliated Biscayne Tv Corp. [B•T, Jan. 23] and ch. 8 in Tampa in 1954 to the *Tampa Tribune* as evidence that the FCC does not discriminate against newspapers. The U. S. Court of Appeals has upheld the Tampa grant [B•T, Jan. 23].

Rep. Beamer cited two FCC awards in Ft. Wayne, Ind., where he said the losing newspaper applicants feel "discriminated against." These are the awards of ch. 33 to WKJG in competition with the *News-Sentinel* and ch. 69 to WANE in competition with the *Journal-Gazette.*

Mr. Baker said the FCC found that the *News-Sentinel* newspaper interest was found to be a diversification factor outweighing its advantages and that the *News-Sentinel* did not take exception to the examiner's initial decision. In the *Journal-Gazette* case, still in the U. S. Court of Appeals, the FCC found, he said, that certain "past activities" in business practices by the publishers of the newspaper were a factor which outweighed other slight advantages to the newspaper applicant. The matters presently before the court involve antitrust practices and the appellant has not charged FCC discrimination against it as a newspaper, he said.

Rep. Heselton asked for details of the FCC opinion on the proposed amendment. He also asked for all FCC decisions involving newspaper applicants before and after enaction of the McFarland Act in 1952.

Questioned on the FCC decision against the McClatchy newspaper interests in the Sacramento ch. 10 case, Mr. Baker said the examiner found McClatchy superior in all other factors except diversification of media. The FCC reversed the examiner's decision favoring McClatchy, however, and awarded the channel to Sacramento Telecasters.

Rep. Heselton asked what recourse McClatchy has in view of the U. S. Appeals Court's decision upholding the FCC decision when the examiner "has found the newspaper superior in *all* but diversification."

Mr. Baker said the FCC found (contrary to the examiner's findings) that Sacramento Telecasters was superior to McClatchy in several other respects.

Rep. Heselton asked for FCC briefs covering

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

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WGBI - AM - FM
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SCRANTON AND
WILKES-BARRE
METROPOLITAN AREA

CBS FOR NORTHEASTERN PENNSYLVANIA

what he said were ten cases where newspapers have been denied tv licenses (except the Tampa and Miami cases) since April 1952. Mr. Baker told the Massachusetts Republican there are about 30 cases pending which involve newspaper applicants.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, asked that the FCC report whether it ever had tried to adopt rules which would act as a bar to newspaper applicants for broadcast facilities prior to 1951, when the American Newspaper Publishers Assn. submitted a proposed anti-discrimination amendment to the McFarland Act.

Mr. Baker said implementation of the FCC's diversification policy has another purpose than preventing control of several of the media of mass communications. It is a guard to keep from growing toward monopolistic conditions, he said.

Answering a hypothetical question from Rep. Walter Rogers (D-Tex.), he said that in the case of a non-newspaper applicant with no other media interests and a newspaper applicant being perfectly balanced in all qualifications except diversification, the FCC would favor the non-newspaper applicant.

He said the FCC has never denied a newspaper applicant a license in non-comparative proceedings except once in the *Mansfield* (Ohio) *Journal* case, where the FCC alleged the newspaper was engaging in antitrust practices. A court later found such violations, vindicating the FCC, he said.

Rep. Harris said Rep. Francis Walter (D-Pa.) has written a letter to the FCC on its decisions in the Allentown-Easton (Pa.) case which has been in litigation several years.

Mr. Baker said the Supreme Court has remanded the case to the U. S. Court of Appeals, sustaining the FCC's decision. He said there now is pending a request for stay of the Supreme Court mandate, so Allentown can decide whether it wishes to try to take the case back to the Supreme Court.

In Mr. McConnaughey's statement, he said the FCC always has recognized the relative benefits to be derived from diversification of mass media, such as encouragement of competition between the various media, avoidance of concentration of control over the avenues of communicating fact and opinion to the public and making available to the public a more varied approach to questions of interest.

This policy of encouraging diversification has been specifically approved by the courts, he said.

Diversification, however, is only one of the numerous factors the FCC must evaluate in any comparative proceeding, he said, and diversification is not necessarily the controlling factor. It may or may not be depending on the facts of the particular case, he said, adding that a preference for diversification may be slight or substantial.

He said a newspaper may prevail despite this factor because of its superiority in program plans, integration of ownership and management, local ownership or past broadcast experience. He cited the newspaper grants in Tampa and Miami to show that "such applicants, because of superiority in other factors, can win out over non-newspaper opponents."

He said newspaper ownership may prove an asset in that the applicant may be able to demonstrate its ability to perform outstanding public service in that community and respond to the community's particular needs.

He said enaction of the proposed legislation may keep the FCC from considering local newspaper ownership as one of the "many factors" to be evaluated.

He said it is difficult to determine what the legislation would or would not do because some of its terms are ambiguous. The term "discrimination" isn't defined, he said, and the FCC is unable to tell the precise meaning of the clause prohibiting denial of an application "solely" because of an applicant's interest in "any medium primarily engaged in the gathering and dissemination of information."

He questioned whether the legislation would prevent use of the diversification factor against newspaper applicants but permit its use against those controlling other mass media.

If it is meant to preclude consideration of all other mass media interests, it would mean the FCC could not even take into consideration the number of other radio or tv interests an applicant might have, he said.

Three New Am Grants Made by Commission

THREE GRANTS for new am stations were made by the FCC last week. These were:

Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw day. Mr. Bishop owns 20% of WCTA-AM-FM Andalusia, Ala., and 40% of WDOB Canton, Miss.

Fort Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w day. Mr. Hill is a dairy farmer and orchestra leader.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw day. Mr. Cassel has interests in WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J., and WDBF Delray Beach, Fla.

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With a record of performance as well-known to telecasters as station call letters, the RCA-5820 Image Orthicon has been serving TV stations faithfully since 1949. No finer black-and-white camera tube is built.

RCA PICK-UP TUBES for TELECASTING

RADIO CORPORATION OF AMERICA

AMENDED EQUAL TIME PROVISION BACKED BY SALANT, OPPOSED BY FCC MAJORITY

CBS vice president tells House subcommittee that Communications Act section requiring political candidates to be allowed equal air time 'stifles and suppresses public information and knowledge. . . .' Commission chairman rejects 'vague standard of fairness.'

THE pros and cons of a proposal to amend the "equal political time" provisions of the Communications Act were argued before a congressional subcommittee last week.

The proposed amendment, HR 6810 (and S 2306, an identical bill in the Senate), would allow a radio-tv broadcaster or a network to present a political candidate on news, interview, forum, panel and debate programs without being required to make "equal time" available to the candidate's opponents, as now required under Sec. 315 (a).

CBS Vice President Richard Salant, before the House Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), urged adoption of the amendment—originally proposed last summer by CBS President Frank Stanton.

FCC Chairman George C. McConnaughey on Tuesday testified against the proposal in behalf of the FCC majority. Comr. John C. Doerfer, also Tuesday, said he was in favor of the proposal, but indicated his stand was not a "full blossom" one.

The proposal has been espoused by CBS and others as a solution to the problem broadcasters face under the equal time provisions. Under the present law when a qualified political candidate speaks on a broadcast facility, the station or network is required to furnish his opponent equal time, no matter how small the party he represents, under the same conditions.

This has left the broadcaster open to demands by candidates of splinter and minority parties.

Mr. Salant told the House group Friday that if Congress amends Sec. 315 (a), CBS will offer free time on its radio and tv networks for a modern-day electronic version of the Lincoln-Douglas debates between the major 1956 presidential candidates.

"Put bluntly," he said, "Sec. 315 (a) stifles and suppresses public information and knowledge; its consequence is to inhibit radio and tv from fulfilling to the fullest potential their roles of informing the electorate." He said HR 6810 is designed to reach these defects by providing an effective remedy while at the same time preserving the basic principles which "we believe the Congress sought to achieve in enacting Sec. 315 (a)."

He said HR 6810 will not permit favoritism among candidates, but only permits broadcasters to exercise their news and journalistic functions by informing the public.

Today, he said, tv can make it possible for 115 million people to see the presidential candidates debate, and radio makes it possible for 140 million to hear them. During the Lincoln-Douglas debates in 1858 only about 75,000 people saw and heard Lincoln and Douglas, he said.

Sec. 315 (a) would bar CBS from broadcasting the debates if they could be arranged next fall, he said, with the practical result of "dropping an iron curtain between voters and candidates." He said if debates could have been arranged between Gen. Eisenhower and Gov. Stevenson in 1952 and CBS had presented them free, the network also would have been required to give time to each of the 16 other candidates.

The law also tends to "dilute broadcasters' efforts . . . to present significant campaign issues."

Describing the spate of candidates of various parties, Mr. Salant said if CBS were to give time to the two major candidates for President the network would be likely to be confronted with requests for time from all the minor parties and would have to give the same amount of time to all of them.

He cited difficulties also in the network's forum-type programs during election year in that all incumbent congressmen and senators were considered as "candidates" within the meaning of the Act, so that almost all were barred from the programs. Newpapers, he said, are under no such requirements.

Mr. Salant said the assumption that a broadcaster can't be trusted to exercise fairness is a dangerous premise on which to base legislation. If a broadcaster is not considered qualified to make his own journalistic decisions, then "it can only be asked by what standard did the FCC give him a license in the first place," he said.

He said there are other and far more powerful safeguards against the dangers of fair play than a rule of "enforced mathematical equality in these types of programs." One of these, he said, is listener and viewer reaction. If a broadcaster were so flagrantly unfair as to favor one candidate over another, he said, both the public and political parties would be quick to react. He called public reaction the "surest safeguard" against these dangers.

Another, he said, are the basic ground rules of the Communications Act, which require a broadcaster to operate in the public interest, including the airing of all significant viewpoints on any important controversial issue.

He said if the bill is enacted, CBS not only will invite major candidates to appear on its programs but will give greater news coverage to leading candidates and will give free evening time for the major presidential candidates to debate the main issues. "We believe," Mr. Salant said, "that this would provide a signifcant contribution to our democracy." Mr. Salant presented several editorials and articles from newspapers endorsing the network proposal.

In his testimony before the subcommittee, Chairman McConnaughey concluded that any "limited benefits" from the proposed legislation would be "more than outweighed by the dangers of discrimination to candidates and by the administrative difficulties in enforcement."

Comr. Doerfer, in dissenting to the FCC majority opinion, said he was in favor of entrusting to the broadcaster the responsibility for application of the "rule of reason (fairness)" in presenting candidates. He added that there is more to the problem than "meets the eye."

Chairman McConnaughey noted that broadcasters have been subject to "equal time" requirements since creation of the old Federal Radio Commission in 1927, despite "numerous

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If the bill were enacted, he said, then broadcasters would have to meet only "a vague standard of overall 'fairness' in handling the exempt types of programs"—a fairness imposed by the FCC in the public interest.

"But the question inevitably arises: What sort of treatment short of equal treatment is nevertheless 'fair'?" How big would a third party have to be before becoming entitled to free time? He said if the bill was enacted the FCC would receive an "avalanche" of such questions, with many difficult or impossible to decide.

The FCC now can require a station to comply immediately with equal time provisions, but questions of "fairness" in a station's *overall* programming come up only at license renewal time, Chairman McConnaughey said, which would give a candidate little comfort after an election had been decided. The FCC chairman also entered in the hearing record comments adopted by the FCC majority Nov. 2, 1955, making essentially the same points as Mr. McConnaughey's statement.

Subcommittee members questioned the FCC chairman on the present system of handling broadcasts by candidates, Rep. Harris remarking that public service or forum programs featuring candidates "virtually have to be taken off the air" in the periods before elections.

Rep. Robert Hale (R-Me.) noted that while many congressmen have their own news broadcasts during their congressional terms, home district stations take these off the air three months before primary elections. Mr. McConnaughey said he believed this is in the public interest.

Answering a question from Rep. Harris, the FCC chairman said he believed most forum type programs benefit both the candidate and the public and that he wished there was a way to keep "some of those fine programs" on the air. But he said he did not favor giving broadcasters leeway to select candidates, despite their acknowledged high ethical standards. He said it places them (the broadcasters) in a difficult or almost impossible position.

Mr. McConnaughey declined to take a position on whether he would favor the bill if it applied only to candidates for President.

To Rep. Hale's question of whether "equal time" provisions should be applied to a broadcast talk by the incumbent President on a subject concerning the national interest, Mr. McConnaughey said this would "depend on what he's saying." He admitted there are "some weaknesses" in this respect.

He said treatment should not be different between the "ins" and "outs," since many groups should have the right to be heard. "We should be careful not to tamper with something sound," he said in a reference to the present law.

Both Mr. McConnaughey and later Mr. Doerfer said they believed equal time demands by Communist Party candidates could be denied by stations, under Sec. 3 of the Communist Control Act of 1954.

FCC General Counsel Warren Baker, answering a request by Rep. John V. Beamer (R-Ind.) for a definition of when an aspirant officially becomes a candidate, said this is determined by the laws of each state on primary and general elections. He told Rep. Beamer that the law does not affect spokesmen for candidates, but only the candidates themselves. Rep. Beamer said he felt the FCC would be called on "some time" to resolve the question of spokesmen.

Answering a question from Rep. Walter Rogers (D-Tex.), Mr. McConnaughey said that if a candidate appears on a commercially sponsored program, at no cost to himself, his opponent is entitled to equal time, also at no cost to himself, from the station or network. Mr. McConnaughey read this statement from a 1954 public notice by the FCC.

(FCC General Counsel Warren Baker later told B•T that stations and networks, aware of this requirement, usually forewarn the sponsor and secure a promise from the sponsor that time also will be furnished to opponents who demand equal time. Involved is the question of whether the sponsor would be making an indirect contribution to a candidate's campaign if equal time were not furnished opponents.)

Comr. Doerfer, in his statement, said he felt the "door should be kept open to broadcasters to program without being scared" by Sec. 315 (a). He said he was "not so sure" that Sec. 315 (a) would be sustained by the courts. He said the public understands the attempts by a candidate to "aggrandize himself on radio or tv," but that the benefits of his talks to the public are better than "no contact at all."

The growing number of stations makes possible the presentation of diverse political views, he said, urging, "Let's bring to the people the so-called Lincoln-Douglas debates. I would trust broadcasters rather than deny the people the right to hear the candidates."

Mr. Doerfer said a broadcaster would be restrained from presenting one-sided political views because he would lose his audience in such a case. He said he was "not so sure" that a broadcaster should not "shut off" the "fourth or fifth" major candidates and indicated his belief that the country is better off under the "two

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party system" than with a large number of parties as in some European countries.

He said he thought radio-tv stations should have the same discretion as newspapers in presenting political questions.

Rep. John Bell Williams (D-Miss.) at this point criticized radio-tv treatment of the question of racial segregation in the South. "It's impossible to turn on the radio without hearing someone campaigning against the southern way of life," he said, adding that this is "most unfair."

Mr. Doerfer replied that a broadcaster is required to "balance" programming and that he saw no difficulty for the FCC in requiring a broadcaster to balance his program after a trend (to one viewpoint) has been shown.

Rep. Williams said he thought the FCC "might look into it and perhaps revoke some licenses."

When Mr. Doerfer said that the broadcaster must not be other than fair because the political picture may change, Rep. Rogers noted that an unfair broadcast itself may help fix the political picture.

Rep. John W. Heselton (R-Mass.), referring to Mr. Doerfer's statement that he trusted broadcasters to be fair, said he didn't think the recent CBS-TV Ed Murrow program on agriculture was fair. The program has been criticized by the GOP as unfair to the administration.

Mr. Doerfer replied that the program was not "policed" by either the network or the FCC, but that if a program is unfair, the broadcaster must present the other side. Asked how, he said, "by complaint" to the FCC from "anybody."

The House group's present schedule calls for testimony tomorrow (Tuesday) by Robert L. Heald, chief attorney, NARTB, on the association's views on the proposed "equal time" amendment and other bills. Edward deGrazia of Kirkland, Fleming, Green, Martin & Ellis, Washington communications law firm, also may testify Tuesday. Mr. deGrazia was not decided last Thursday whether he could appear, but said if he did, he would give his law firm's views on all the bills affecting commercial broadcasting.

It also was understood that Chairmen Paul Butler of the Democratic National Committee and Leonard Hall of the Republican National Committee have been asked to appear this week on the proposed "equal time" amendment.

The House subcommittee also heard FCC statements last week on other proposed amendments to the Communications Act (see stories, this section).

New Bill Increases Ceiling On Campaign Expenditures

A BILL to raise the ceiling on political campaign expenditures—but aimed against political spending by labor unions—was introduced last week by Sen. Carl T. Curtis (R-Neb.) on behalf of himself and Sen. Barry Goldwater (R-Ariz.).

Sen. Curtis, who is a member of a Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.), said his bill prohibits "the practice of forcing workers to contribute to a political party in order to hold their jobs."

Republicans have complained that the national labor unions compel workers to pay dues, part of which are used to support Democratic candidates. GOP senators have objected to a bill (S 636) introduced by Sen. Hennings, which also would raise the ceiling on political expenditures, on grounds it does not prohibit political contributions or receipts by labor unions or affiliated organizations.

The Curtis bill (S 3074) and S 636 both authorize an increase in the amount of political expenditures by a national political committee from the present $3 million to $12.3 million for an election campaign.

S 636 was favorably reported from the Senate subcommittee and the parent Senate Judiciary Committee last year over Republican membership opposition. It has been passed over several times on the Senate calendar during both the first and second sessions of the 84th Congress. Extensive hearings were held on S 636 last year.

The Curtis and Hennings measures also would authorize a candidate for senator to spend $50,000 to $250,000 (presently $10,000-$25,000) and for representative $12,500 to $25,000 (presently $2,500-$5,000).

Court Edicts Urged In Equal Time Cases

THE FCC last week asked Congress to consider legislation to give jurisdiction to federal district courts in determining the rights of political candidates who have been denied "equal time" on broadcast facilities under Sec. 315 (a) of the Communications Act.

The suggestion was made by the FCC in comments on a bill (HR 3789) which would deny the equal time privileges under Sec. 315 (a) to a political candidate who has been convicted of treasonable or subversive activities, who is a member of the Communist Party or a successor organization or who belongs to a group determined to be a Communist-affiliated organization under the Subversive Activities Control Act of 1950. A companion bill (S 771) is in the Senate.

FCC Chairman George C. McConnaughey, speaking Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the FCC does not wish to express an opinion on the "advisability or necessity" of such legislation.

He said the FCC believes such a bill would be constitutional, but determination of whether a person belongs to a subversive group would be "difficult and complicated" (for the FCC) and delay will be "inevitable." In deciding these matters when an election is taking place, time "is of the essence," he said.

He said the FCC believes *all* determinations made under Sec. 315 should be made by a federal district court, which he said is the "most appropriate forum for securing the necessary prompt and effective review of these questions."

Mr. McConnaughey entered in the hearing record comments adopted by the FCC March 9, 1955, and supporting the FCC chairman's statement. The FCC added suggested legislation to give federal district courts jurisdiction in cases where a candidate seeks equal time under Sec. 315 after being denied by a broadcaster.

House Votes Probe Money

THE HOUSE last week approved a resolution (H Res 352) providing $275,000 to the House Un-American Activities Committee for investigations. The committee has been holding hearings on allegations of Communist infiltration of radio-tv and other entertainment media. The committee, in its annual report for 1955 [B•T, Jan. 23], said active Communists are members of the New York chapter of American Federation of Tv & Radio Artists and that radio-tv networks are using the talents of Communists (see story page 63).

FCC Asks Congress To Enact Liability Bill

CONGRESS was asked last week by the FCC to enact a bill (HR 4814) which would relieve broadcasters of liability for defamatory statements made on their facilities by political candidates.

Testifying Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), FCC Chairman George C. McConnaughey said Sec. 315 of the Communications Act prohibits any broadcaster censorship of a candidate's talk.

He said the FCC has taken the view that because of the prohibition against censorship, licensees are immune from liability for defamatory statements broadcast by candidates, but that there has never been any final interpretation by the Supreme Court on this point.

The bill would except from immunity a broadcaster or employes who participate in a broadcast "knowingly, and with willful intent" to defame.

Chairman McConnaughey said that although approximately 35 states have passed libel protection laws, these laws are not consistent and there remain several states with no laws at all. Inconsistency in state laws are unfortunate where a station's programs are heard in several states, he said.

He said Comr. John C. Doerfer would require that a broadcaster or his employe exercise "at least the slight degree of care to warn candidates in advance concerning the consequences of uttering statements that are clearly libelous or slanderous."

Initial Decision Reversed, FCC Grants KVMC Increase

BENEFIT of additional daytime primary service to 38,963 people under a proposed 1 kw operation for KVMC Colorado City, Tex. (1320 kc, 500 w), outweighs the small amount of service to be lost to KWOE Clinton, Okla., from co-channel interference, the FCC ruled last week. In granting KVMC a construction permit to double its power, the Commission reversed Hearing Examiner J. D. Bond, who in December 1954 recommended that KVMC's application be denied.

The FCC found that KWOE (1320 kc, 1 kw) would suffer interference from the proposed operation in the amount of 2,476 people or 1.63% of the population within its normally protected 0.5 mv/m contour, but that these people are already receiving service from other stations. Although parts of the area which will gain service from KVMC's proposed operation are already served by other stations, no station provides coverage to the entire area, the FCC pointed out.

Examiner Favors Clovis Tv Bid

FOLLOWING FCC sanction of the withdrawal of Video Independent Theatres Inc. as a competing applicant for ch. 12 at Clovis, N. M., the lone contender for the grant, KICA Clovis, last week received an FCC hearing examiner's recommendation for the grant. Examiner Hugh B. Hutchison said the unopposed applicant was in all ways qualified to build and operate the proposed station. He found that Video's withdrawal, which was attended by partial reimbursement for its expenses by KICA [B•T, Jan. 23], was not induced by improper considerations.

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REPLIES TRICKLE IN ON ALLOCATIONS, FLOOD SCHEDULED TO HIT FCC WEDNESDAY

More than 50 counter comments have been filed on Commission's overall review of tv alignment; 200 comments were filed originally. FCC presumably will get down to action after this round of opinions from industry. Replies follow three basic lines.

FIRST GROUP of reply comments in the FCC's overall review of television allocations principles have begun to come into the Commission.

Deadline for counter comments in the Commission's Docket 11532 is Wednesday (Feb. 8).

In the more than 50 counter comments already filed with the FCC, three basic positions are taken: (1) vhf stations object to suggestions for reduced separations, other restrictions on present vhf stations; (2) uhf stations urge deintermixture or revision of technical factors to permit squeeze-in of extra vhf channels, and (3) educational organizations "cry havoc" at the proposals that educational reservations be deleted.

The Commission has on hand more than 200 comments from all segments of broadcasters on the subject of tv allocations principles and assignments of channels. After Feb. 8, when all replies are in, the Commission presumably will buckle down to study and assess the various proposals.

Whether an oral hearing will be required is not known at this time. That will depend, it is presumed on the results of the Commission staff's study of the various recommendations submitted in the proceeding.

Following reply filings have been submitted to the FCC since the Dec. 15, 1955, deadline for submission of original comments:

THE V's SPEAK

KNTV (TV) San Jose, Calif. (ch. 11), opposes KSAN-TV San Francisco proposal to shift ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco. Inappropriate.

WCNY-TV Carthage, N. Y. (ch. 7), reply to T.A.M. Craven. Objects to Craven suggestions that another vhf be assigned to Carthage and implication that Carthage-Watertown (Jefferson County) has any relationship to Oneida County (Utica-Rome).

KOMU-TV Columbia, Mo. (U. of Mo.) (ch. 8), opposes any reduction in separations; would infringe on station's coverage, particularly rural.

WOAY-TV Oak Hill, W. Va. (ch. 4), and **WTRF-TV Wheeling, W. Va.** (ch. 7), oppose requests that antenna height limitation in Zone I be raised to 1,250 ft. or anything over 1,000 ft. If WSAZ-TV Huntington, W. Va., which petitioned for increases, goes up to 1,250 ft. with full power it would cut into WOAY-TV's area, station reports.

KHOL-TV Kearney, Neb. (ch. 13), and **KHPL-TV Hayes Center, Neb.** (ch. 6), oppose Hometown Tv Inc. references to dangers of satellites. Hays Center satellite was desire of local residents who raised $140,000 to help build station.

KTVO (TV) Kirksville, Mo. (ch. 3), opposes CBS, Mullaney, and other plans suggesting reduced separations; also CBS proposal to move KTVO from Kirksville to Quincy, Ill., and GE proposal to move all tv to uhf.

KDRO-TV Sedalia, Mo. (ch. 6), opposes CBS, Mullaney, and other proposals which would reduce separations; infringe on station's coverage, mainly rural. Also opposes GE plan to move all tv to uhf; situation would be chaotic; economic waste, etc.; opposes Crosley idea of moving chs. 5 and 6 two mc.

WRDW-TV Augusta, Ga. (ch. 12), same as KDRO-TV Sedalia, Mo.

KCEN-TV Temple, Tex. (ch. 6), same as KDRO-TV Sedalia, Mo.

KYTV (TV) Springfield, Mo. (ch. 3), same as KDRO-TV Sedalia, Mo.

THE U's SPEAK

KBAK-TV Bakersfield, Calif. (ch. 29), opposes KSAN-TV San Francisco (ch. 32) proposals re ch. 12 move from Fresno to San Jose, ch. 11 from San Jose to San Francisco.

WGVL (TV) Greenville, S. C. (ch. 23), seeks deintermixture by removing ch. 7 from Spartanburg, S. C.

WWOR-TV Worcester, Mass. (ch. 14), began Nov. 16, 1953; suspended Sept. 9, 1955. Worcester receives signals from vhf stations in Boston, Providence, R. I., and Manchester, N. H. Cost was $725,000; cumulative loss put at $560,000 (losing $14,000 per month just before suspension). Seeks move to ch. 11 from Manchester (where it is reserved) to Worcester and to move WWOR-TV from ch. 14 to ch. 11.

KBMT (TV) Beaumont, Tex. (ch. 31), cost $350,000 to build. Loss since May 1, 1954: $150,000. Supports CBS and deintermixture. CBS suggested assignment of ch. 12 to Beaumont in place of ch. 31. Beaumont has a station on ch. 6; ch. 4 is in hearing (or upcoming).

WEEK-TV and **WTVH (TV) Peoria, Ill.** (chs. 43 and 19, respectively), reaffirm position favoring deintermixture. Objects to Mullaney plan re giving up on uhf, also CBS Plan II giving up uhf, substituting chs. 6-A, B, and C in Peoria. Stations feel plans are as incompatible as intermixture: "merely trading one kind of incompatibility for another."

WARD-TV Johnstown, Pa. (ch. 56), cites conversion problems; operating loss of more than $75,000. Wants deintermixture—assign two more vhfs to Johnstown (WJAC-TV began in 1949 on ch. 6). Poor uhf town because of terrain. Opposes CBS and other plans which see Altoona-Johnstown as one market. Asks to be able to convert to an existing vhf channel, using reduced separations, directional antennas, etc., for "home town tv."

OTHERS

Loyola U., New Orleans (WWL), applicant for ch. 4 in New Orleans (initial decision recommends denial, favors *Times Picayune*), opposes WPFA-TV Pensacola, Fla., and KTAG-TV Lake Charles, La., which propose deleting ch. 4 in New Orleans or adding vhf channels on reduced separation to Pensacola and Lake Charles. If necessary, prefers second alternative.

KORN Mitchell, S. D. (am station), opposes CBS proposal that ch. 5 be moved from Mitchell to Sioux City, Iowa.

Nick Fillips, Pittsburgh, Pa., urges deintermixture, especially for State of Pennsylvania.

Wisconsin State Radio Council opposes any use of fm frequencies for tv.

* * *

Favoring subscription television were the following: WHEF-TV Brockton, Mass. (ch. 62); and am stations WDIA Memphis, Tenn.; KWRN Reno, Nev. WBVP Beaver Falls, Pa.; WONE Dayton, Ohio; WPEN Philadelphia, Pa.; KROS Clinton, Iowa; WBBB Burlington, N. C,. and WMIT (FM) Mt. Mitchell, N. C.

* * *

Central Committee on Radio Facilities of the American Petroleum Institute and Special Industrial Radio Service Assn., against any use of 152-156 mc band; also 72-76 mc band. If it is desired to use portion of 88-108 mc band (fm) for tv, asks that whole fm band be opened for reallocation. They want part of it.

* * *

Objecting to any change in the educational reservation plan were the following: Central Calif. Educational Tv Corp.; National Catholic Educational Assn.; Hillsborough County Board of Public Instruction, Tampa, Fla.; Educational Tv Council of Des Moines, Iowa; U. of Arkansas; U. of South Dakota (KUSD Vermillion, S. D.); Oklahoma City Public Schools, Okla.; West Coast Educational Tv, St. Petersburg-Tampa, Fla.; U. of Utah; U. of Idaho; Mississippi State College; Twin City Area Educational Tv Corp., Minneapolis-St. Paul, Minn.; N. H. Commission on Educational Tv; U. of Florida; Oregon State System of Higher Education; Duluth (Minn.) Public Schools; U. of New Mexico; Florida State U.; U. of Maine; Calif. State Dept. of Education.

Tv Allocations Memo Expected in Fortnight

THAT "detailed memorandum" on a tv allocations table—promised by Dr. Edward Bowles to members of his 12-man engineering committee [B•T, Jan. 30]—ought to be received in about two weeks.

And in about the same time, the up to now relatively quiescent engineering brain trust established last summer by Sen. Warren G. Magnuson (D-Wash.) to recommend an answer to the television allocations dilemma will be augmented by an economist—or at least a market specialist, a communications legal expert, and possibly others representing educational television, fm, and other factions of video broadcasting.

This new look will mean, according to an informed source, that the *ad hoc* committee is "graduating" from a purely engineering committee.

The committee was asked two weeks ago by the Senate Commerce Committee to set up a nationwide allocations plan which would overcome the disabilities of the present vhf-uhf system established in 1952. It is understood that the plan, when it is brought into being, will be submitted first to the Senate Commerce Committee. The Senate committee, after making such revisions as it may feel needed, is expected to offer it to the FCC as a "suggestion."

Dr. Bowles told B•T last week that the purpose of his committee's working up an allocations plan was to pin down on paper "something to shoot at." He emphasized that the plan would only be a starter to which members of the *ad hoc* committee, and Senators, could

add, substract or revise. In this way, he said, it could serve to focus attention on the whole problem confronting the television industry.

It is understood that Dr. Bowles, following the first meeting of the *ad hoc* group last June, had paid personal visits to members, conferred with FCC and broadcast officials, and had boned up on background through reading transcripts of the 1954 Potter hearings, the Jones and Plotkin reports, and other documents.

It is hoped that the Senate group's final recommendations will not conflict with the FCC's proceeding now underway on the same subject.

Basically, the Bowles' committee will seek to establish a backbone tv system which will permit the sight-and-sound broadcast medium to grow, it was learned. Inherent in such an approach, it was understood, are questions of economic support, network and local operations, large city vs. small city outlets, educational television, among other factors.

The order to Dr. Bowles to go ahead with the drawing up of a national television allocations system is understood to be the result of impatience on the part of senators with the lack of FCC progress in resolving the problem.

Dr. Bowles is a consulting professor on industrial management at the Massachusetts Institute of Technology and a general consultant to the president of Raytheon Mfg. Co.

Senate Subcommittee Planned To Study Daylight Problems

THE SENATE Small Business Committee said last week it will name a five-man special subcommittee "in a week or so" to look into the problems of daylight broadcasters.

A spokesman said "four or five" members of the Senate group have been contacted relative to the difficulties besetting daytime stations and the subcommittee and staff will make a study to determine if and when public hearings will be scheduled.

He said the daytime broadcasters want to extend their operations or obtain more uniform hours.

Daytime broadcasting is one of 20 subjects which members of the Senate group, meeting Wednesday in closed session, agreed to study. Sen. John J. Sparkman (D-Ala.) is chairman.

Barrow, Staff to Meet ABC, MBS, SRA People

DEAN Roscoe L. Barrow, his network study staff, and some members of the FCC are to meet with ABC officials on Thursday, Mutual officials on Friday, and Station Representatives Assn. officials and members on Saturday. The two network meetings, like those with CBS and NBC during the first week in January, will be designed to acquaint the FCC delegation with the workings and problems of networks. They will be held at ABC and Mutual headquarters, respectively, in New York.

Makeup of the network delegations has not been finally set, but the ABC group is expected to include President Robert E. Kintner and Vice President and Controller Harold Morgan, plus department heads. At Mutual, Executive Vice President John B. Poor and department heads are expected to be among those leading the indoctrination session.

The SRA meeting, arranged through Managing Director Larry Webb at the FCC group's request, will be held at the Ambassador Hotel. SRA was asked to present factual information regarding the size of the industry, its importance, etc., and a committee of representatives has been designated to prepare a presentation for the FCC. Presumably the SRA group will be headed by Adam J. Young Jr., of Adam Young Inc. and Young Television, president of SRA, and Mr. Webb as managing director.

No doubt, observers feel, one question that will be canvassed by the FCC committee during the SRA session is that of the right of networks to represent affiliates in the sale of national spot advertising—a right that station representatives challenged vigorously before the FCC in the late 1940s.

The FCC group also was reported to have sought a meeting with film company officials.

S.C. Bill Would Penalize Interracial Program Sponsors

THE South Carolina General Assembly last week received a bill that would prohibit state government transactions with companies sponsoring interracial programs on television, radio or other media. The bill was introduced by Rep. John C. Hart of Union, S. C.,

Said Rep. Hart:

"Our state is under no obligation, either moral or legal, to do business with concerns that donate money to, or propaganda for, groups . . ." working to end race segregation.

"Interracial programs," he added, are "sabotaging the efforts we're making in the segregation battle."

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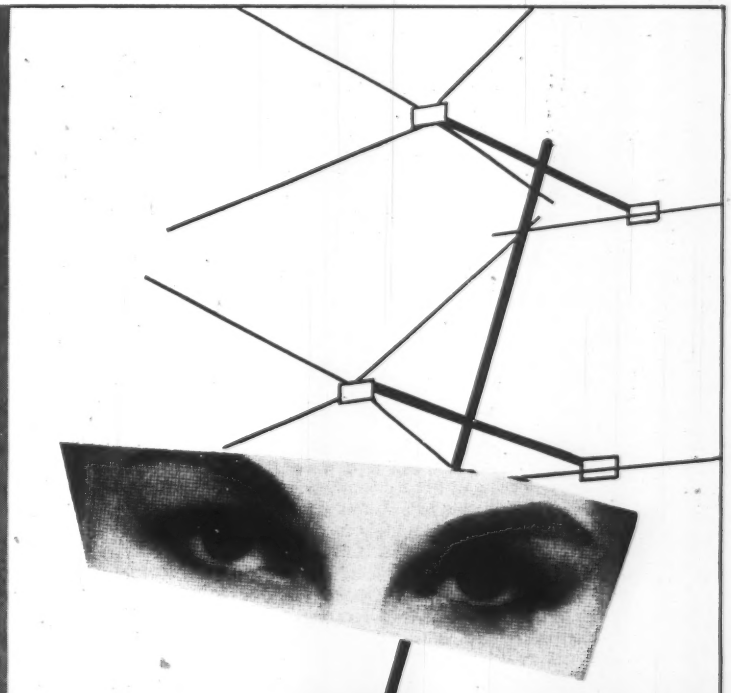

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LEE FAVORS 'ANTENNA FARM' CONCEPT

Commissioner, testifying before House Commerce Committee's Transportation & Communications Subcommittee, says he will press for rule-making to require area radio-tv towers over 500 feet to be grouped in one place.

FCC Comr. Robert E. Lee last week told a House group he will push rule-making at the FCC to require "antenna farms" where all radio and tv towers over 500 feet would be grouped in a single area. He said he also would ask for rule-making to require that the antennas of stations in some areas be placed on a single tower.

Thus, he said, airplane pilots could be oriented to avoid such a single air hazard instead of several.

Testifying on two identical measures to prohibit towers of more than 1,000 feet, Comr. Lee told the House Commerce Committee's Transportation & Communications Subcommittee that the first tv station in an area might be able to pick its antenna site, but others would be required to use the same site. One tower can serve a number of stations in many cases, he said.

Comr. Lee, who is co-chairman of a special group set up by the Air Coordinating Committee, which advises the President on aviation policy, said applications for tower construction or increases in height now go through local airspace subcommittees. He said some proposals for high towers have met objections and are now being considered by the Washington Airspace Panel.

Answering a question from Rep. James I. Dolliver (R-Iowa), he said he believed the FCC has authority to order a tower altered or removed, where military or commercial aviation installations make this essential.

FCC Curbs Opposed

He said the FCC opposes the bills (H J Res 138 and 139), which would prohibit the FCC from issuing a permit or renewal for a station using a tower of more than 1,000 feet, unless the FCC, after considering recommendations by the Dept. of Defense, Civil Aeronautics Administration, Air Coordinating Committee and any other interested party, made a special finding that such a tower was not a hazard to air navigation for stated reasons.

Comr. Lee told Rep. John J. Flynt Jr. (D-Ga.) that the FCC at present can deny a permit for construction of a tall tower, but if it were a case of a license renewal, the FCC would have to prove the tower is a hazard to aviation.

Rep. Carl Hinshaw (R-Calif.), author of one of the measures, said the FCC was "on the point of allowing towers up to 2,000 feet," and said many tall towers now are near airports.

When Comr. Lee said he did not feel this statement was accurate, Rep. Hinshaw replied: "I wish you'd try to come in at Teterboro (N. J.) Airport." He added that, in his opinion, "you shouldn't be permitted" to grant a tall tower over military objections. The military has made a blanket objection to all towers over 1,000 feet.

Rep. Hinshaw added that while tv is a "convenience, not a necessity," aviation is a necessity.

Comr. Lee said he felt "some aspects" of tv are necessary. He mentioned the difficulty of covering the whole nation because he said a station needs to cover a large area (thus needing a taller tower) to be an economic success.

Rep. Hinshaw said he thought an agreement on tower heights should be worked out through unanimous agreement (between aviation and broadcast representatives). "I think we should go into it thoroughly."

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, noted a report of Oct. 5, 1955, made by the group of which Comr. Lee is co-chairman, and asked what had happened to a second report which had been promised to the House group in 60 days. Mr. Lee said the subcommittee is "still working on these problems."

Comr. Lee added that tv "is not all gold"; that more than 100 stations have gone off the air for economic reasons. He said "somebody" has to keep abandoned towers lighted or remove them and that in some crowded areas towers are harder to remove than to erect.

Rep. Harris said the House group has jurisdiction over both aviation and communications and, accordingly, takes no position. But, he said, "Someone must resolve this conflict of interests." He said stations also can achieve wider coverage by increasing power. The subcommittee, he said, "will pursue this matter further."

Comr. Lee submitted for the record FCC's comments of April 6, 1955, on H J Res 138 and 139, in which the Commission said it believes the present system being used by the FCC and the Airspace Subcommittee is successful and that legislation should await the result of the study by Comr. Lee's group. It added that any legislation should recognize fully the public interest in both aviation and broadcasting.

Transmitter Change For KGUL-TV Upheld

OVERRIDING dissents by FCC Chairman George C. McConnaughey and Comr. Robert E. Lee, the FCC last week upheld its September 1954 grant of a transmitter site change for ch. 11 KGUL-TV Galveston, Tex., and denied a protest against the grant by ch. 13 KTRK (TV) Houston, Tex. Comr. Edward M. Webster did not participate.

KGUL-TV has been operating since March 1953 from a transmitter 22 miles northwest of Galveston and 28.5 miles southeast of Houston, the third of its five proposals for a different transmitter location. The last change request, which was granted by the FCC without hearing, evoked objections by ch. 13 KTRK (TV) there.

Among other things, KTRK charged that KGUL-TV was, by opening a Houston studio and through its site-changing proposals, attempting to operate as a Houston outlet. In October 1954, the FCC set the protest for hearing. The following June, FCC Hearing Examiner John B. Poindexter issued an initial decision proposing affirmation of the FCC grant and denial of KTRK's protest.

As to KTRK's charge that KGUL-TV's Houston studio was actually the station's "main studio," the FCC said KTRK failed to produce sufficient evidence to back its claim. When a station opens a second studio, the presumption is that its first studio is the main studio unless convincing evidence can be presented to the contrary, the FCC declared. KGUL-TV's proposal complies with FCC requirements on signal strength to the principal city to be served, the Commission pointed out.

As to charges that certain KGUL-TV advertisements and promotional pieces misrepresented the station's true location, the FCC said there was not enough evidence to establish a "pattern of misrepresentation," although it described the ads as "balancing on the brim of questionable practice . . ." The Commission found that, although KGUL-TV failed to live up to certain program commitments it proposed in its original application, its overall record showed a reasonable conformity to its avowed standards.

In his dissent, Comr. Lee said: "The entire history of KGUL-TV is that of a Houston station coming in the back door without rule making and without the necessity of competing for a Houston channel." He noted that "as many as four salesmen have been employed in Houston as against one (only since fall of 1953) in Galveston."

Comr. Lee added: "I am persuaded that we might consider abandoning the firm and fixed approach for assigning television facilities by rule making and adopt a policy of assigning frequencies geographically by action on specific applications with appropriate safeguards for existing services."

Appointments Made By Broadcast Bureau

TWO top level Broadcast Bureau appointments and a revision of that bureau's organization were announced by the FCC last week.

Joseph N. Nelson, television chief in the Broadcast Facilities Div., was named chief of the Renewal & Transfer Div., and Walther W. Guenther, attorney-adviser in Office of Opinions & Reviews, was named chief of the Broadcast Facilities Div.

Mr. Nelson succeeds Lester W. Spillane, who resigned last year [B•T, Dec. 19, 1955]. Mr. Guenther takes the place of James E. Barr, named assistant chief of the Broadcast Bureau last summer [B•T, July 18, 1955].

The Commission abolished the Broadcast Bureau's Hearing Div., and divided its duties between Broadcast Facilities Div. and Renewal & Transfer Div. In Broadcast Facilities it established a branch to handle all hearing cases except those involving renewals or transfers. These will be handled by the division of the same name.

In related appointments, the FCC named James B. Sheridan, present assistant chief of the Economics Div., Broadcast Bureau, acting chief while H. H. Goldin, chief of that division, is working as a member of the staff of the network study. It also promoted Floyd W. Wickenkamp from assistant chief to chief of the Engineering Div., Field Engineering & Monitoring Bureau.

Mr. Nelson, 47, is a native of New York. He received his law degree from St. John's U., New York, in 1930. He served with the National Labor Relations Board, Office of Price Administration, and joined the FCC in 1946.

Mr. Guenther, 54, a native of Germany, holds a D.U.I. degree from Beslau U., 1927; an S.J.D. degree from Harvard U., 1932 and an LL.B from Columbia U. 1940. He taught political science at Catholic U., Washington; served in the Dept. of Justice Office of Alien Property, and joined the FCC in 1953.

VOA Adopts Sarnoff ID Plan

SUGGESTION by RCA Board Chairman David Sarnoff that the Voice of America use the station identification, "For Freedom and Peace," for some of its broadcasts, has been adopted by the VOA, U. S. Information Agency Director Theodore Streibert has announced. The identification will be used on English and some foreign language broadcasts.

MARCH 19 - 22

How BIG must the show be?

When a facetious critic asked, "How long should a man's legs be?" Abraham Lincoln replied, "Long enough to reach the ground!"

The 1956 Radio Engineering Show is big only because it *must be big* to be truly representative of a gigantic industry. 704 exhibitors, 1 out of every 5 firms manufacturing for the industry, will be present.

But these 704 firms represent over 80% of the industry's production. A smaller Show would give only an inadequate picture of the year's progress and new developments.

Being BIG pays off! This truly great event brings out the best...in people, effort and products!

Registration—IRE Members $1.00
Non-members $3.00

What you get out of it!

- You see what is new in radio-electronic products and engineering!
- You meet the men who make these products!
- You save time...seeing in days a whole year's productive effort!
- You hear the best technical papers in subjects of your own specialty!
- You meet old friends and make new ones, enjoy association and social events!

The IRE National Convention

Waldorf Astoria Hotel, New York City

and RADIO ENGINEERING SHOW

Kingsbridge Armory & Palace, New York City

K-JOE
SELLS
FOR
THESE FOLKS
WHY NOT YOU?

BUSCH LAGER
CANADA DRY
KLEENEX
RINSO
RALSTON-PURINA

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
LIFE MAGAZINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
LANCE PRODUCTS
AUSTEX CHILI

SEARS ROEBUCK
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

GREAT LAKES TV FAVORED BY IRION

Corporation wins initial decision by FCC hearing examiner for ch. 7 at Buffalo-Niagara Falls over WKBW and Greater Erie Broadcasting Co.

PROGRAM PROPOSALS and studio location were the deciding factors moving FCC Hearing Examiner H. Gifford Irion to recommend last week that ch. 7 at Buffalo-Niagara Falls, N. Y., the last vhf channel allocated to that area, be awarded to Great Lakes Tv Inc. Mr. Irion's initial decision proposed denial of two other local applicants for the same facility, WKBW and Greater Erie Broadcasting Co. (WWOL-AM-FM).

Great Lakes Tv Inc. is one-third owned by the *Buffalo Courier-Express* (WEBR); 16⅔% by the Laux-Berkman interests (the "Friendly Stations": WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, WBMS Boston and WFPG Atlantic City, N. J.); 16⅔% by Cataract Theatre Corp. (Niagara Falls moving picture theatres), and 33⅓% by Copper City Broadcasting Corp. (WKAL Rome and WKTV [TV] Utica, both N. Y.).

Although, everything considered, all three applicants emerged from the hearing on relatively equal terms, Mr. Irion found that plans for studios in both Buffalo and Niagara Falls as proposed by Great Lakes and Greater Erie gave those applicants a preference over WKBW. On the other hand, Mr. Irion concluded that the programming plans of Great Lakes and WKBW gave more promise of effectuation than those proposed by Greater Erie. Great Lakes, which alone was accorded preference in *both* studio plans and program proposals, was therefore to be favored for the grant, Mr. Irion ruled.

Neglects Niagara

WKBW, which had proposed a studio at Buffalo only, displayed a "striking neglect" of Niagara Falls which, with a population of over 90,000 people, is larger than any city to be served except Buffalo, Mr. Irion said. The examiner pointed out that ch. 7 was allocated to both Buffalo and Niagara Falls as a hyphenated community, and he stressed the "paramount importance" of locally originated service to Niagara Falls. Since all other tv stations serving the area have located their studios solely in Buffalo, a failure to serve both cities by the last available vhf facility virtually would freeze out Niagara Falls from locally originated tv service, Mr. Irion declared.

In comparing Great Lakes and WKBW, Mr. Irion said that if WKBW's greater integration of ownership and management, and the former's superior studio location plans were "to be equated in a qualitative sense," WKBW's preferences in areas of local ownership and diversification of mass media would "tilt the scales" in its favor. Also, had WKBW directed a "reasonable" amount of programming either coming from or directed to Niagara Falls, the Great Lakes preference might have been overcome, the examiner speculated.

Although he conceded that a grant to either Greater Erie or WKBW would better serve to diversify communications media, Mr. Irion watered down this preference by saying: "In one sense a grant to Great Lakes would tend to diversify ownership of mass media in the Buffalo area since the competing newspaper, the *Buffalo Evening News*, is already licensee of a tv station as well as am and fm stations [WBEN-AM-FM-TV]. Thus the awarding of a construction permit to Great Lakes, in which the *Courier-Express* has an interest, might be expected to strengthen that newspaper's competitive position in the community. . . ."

As between Great Lakes and Greater Erie, Mr. Irion found that the former's proposal for all-English programming would better serve the public interest than a heavily-laden foreign language schedule as planned by the latter, even though the community to be served contained a large foreign population.

Mr. Irion characterized as an "enigma" the failure of the *Courier-Express* to carry the program logs of WWOL. But ". . . it must be conceded that newspapers have a margin of editorial discretion just as broadcast licensees have discretion with regard to their programming . . .," the examiner said.

Mr. Irion criticized Leon Wyszatycki, Greater Erie principal, for being "derelict" in conforming to FCC regulations in the operation of WWOL; his maintenance of the station indicated an "apparent indifference," the examiner said. Referring to allegations that Mr. Wyszatycki editorialized in his speeches during Buffalo mayoralty campaigns, Mr. Irion said: "Although the speeches were apparently sponsored, it must be said that they came perilously near being editorial expressions from the licensee." While none of these "derelictions," by itself, would rule out Greater Erie, the cumulation of them works in its disfavor, the examiner concluded.

FCC Becomes Official Member Of Air Coordinating Group

THE FCC has been officially made a standing member of the Air Coordinating Committee. President Eisenhower signed an executive order to that effect last week.

Although the Commission has always sat with the top-drawer ACC—established in 1946 to advise the President on aviation problems and developments—it has never enjoyed formal status. The FCC has been, however, a regular member of the ACC's Technical Div., which handles among other things requests for aeronautical approval of tall broadcast towers (Airspace Panel).

As a full-fledged member of ACC, the Commission will sit as an equal with the following other members of that board: Air Force, Army, Navy, Treasury Dept., Civil Aeronautics Board, Dept. of Commerce, Post Office Dept., State Dept., Office of Defense Mobilization and the Bureau of the Budget (non-voting). Comr. Robert E. Lee has been acting as the FCC's representative on ACC matters, the most significant of which was its sponsorship of a study concerning tv antennas more than 1,000 ft. above ground. This resulted in recommendations regarding marking abandoned towers, urging the establishing of antenna farms (so all tall towers are located in a single location), and the assumption by the FCC of authority over receiving antennas. These are being studied by the FCC at this time.

McClatchy's Second Appeal In Sacramento Grant Heard

U. S. COURT of Appeals in Washington heard argument last week on the appeal of McClatchy Broadcasting Co. against FCC's 1955 approval for Sacramento Telecasters Inc. (KBET-TV Sacramento, Calif.) to move its transmitter and studio from the location prescribed in the original grant.

McClatchy, which owns KFBK Sacramento and was the unsuccessful applicant for ch. 10

there, claimed that the reasons for the FCC's grant to Sacramento Telecasters was made questionable by the move. In spite of McClatchy's objections, the Commission approved the move. McClatchy appealed.

The arguments last week was heard by Circuit Judges Wilbur K. Miller, David L. Bazelon and Charles Fahy. Arguing for McClatchy was Thomas H. Wall; for Sacramento Telecasters, J. Roger Wollenberg; for FCC, Henry Geller.

McClatchy's main appeal against the ch. 10 grant in Sacramento to Sacramento Telecasters was turned down unanimously by the same court two weeks ago. The court held that the Commission had the right to determine whom to choose for a tv grant provided the decision was not arbitrary nor capricious [B•T, Jan. 30].

Miami, Fresno Tv Grants Attacked in Appeals Court

FCC actions in granting new tv stations in Miami, Fla., and Fresno, Calif., were attacked in the U. S. Court of Appeals in Washington last week. Both appeals asked that stay orders be issued against the tv grants.

WITV (TV) Fort Lauderdale (ch. 17), which has been fighting to prevent the issuance of final decisions in the two Miami vhf cases, appealed last month's FCC grant of Miami ch. 7 to Biscayne Tv Corp. [B•T, Jan. 23].

And KARM Fresno, Calif., unsuccessful applicant for that city's ch. 12, appealed against the Commission's grant of that vhf facility to KFRE Fresno [B•T, Jan. 16].

WITV claimed that it had been denied its rights because the FCC refused to permit it to intervene in the Miami ch. 7 case or to stay issuing the final decision.

KARM charged among other things that two commissioners illegally voted in the final decision without having participated in oral argument.

HOUSE GROUP QUESTIONS COLLINGWOOD COMMENT

Committee invites CBS newsman Collingwood to give evidence concerning existence of alleged blacklist of Communists.

THE HOUSE Committee on Un-American Activities last week took issue with Charles Collingwood, president of the New York local of the American Federation of Television & Radio Artists, who labeled as untrue a committee report that active Communists were within the local's ranks [B•T, Jan. 30, 23].

Mr. Collingwood had said that AFTRA's constitution bans such membership and questioned why, to the best of his knowledge, the committee had made no attempt to elicit information on the matter from officers or paid executives of the New York local.

The committee's letter of last week charged Mr. Collingwood's reply indicated "a far-reaching unfamiliarity with the committee hearings in New York last August, and with the essential problem of Communist infiltration in the radio and television industry." Hearings have established "beyond any doubt" the scope and nature of concerted Communist activity in the entertainment field and within professional unions, according to the committee.

Mr. Collingwood's assertion that a blacklist was used by radio and tv stations to root out Communist sympathizers was challenged by the committee. "Many of the witnesses in our hearings, despite — and subsequent to — their identification as Communists, were continuing to find employment," the committee said, charging that if such a blacklist existed it seems inconceivable that these individuals would continue to be employed.

The committee invited Mr. Collingwood to submit probative evidence of such a blacklist. The House group also declared "it is significant that the election of the so-called anti-blacklist candidates in the recent AFTRA election has been greeted enthusiastically by the Communist press."

A spokesman for Mr. Collingwood told B•T last Thursday that the CBS news commentator had not as yet received the committee's letter. He said that when the note is received, Mr. Collingwood plans to consult with the AFTRA New York board before taking further action.

WGR-TV Drops Protest

PROTEST by WGR-TV Buffalo, N. Y., against the $312,000 purchase of ch. 17 WBUF-TV Buffalo by NBC was withdrawn last week [B•T, Jan. 23]. The move was authorized by the executive committee of the WGR board.

George F. Goodyear, president of WGR-TV, said that the ch. 2, NBC-affiliated station, had instituted the protest "in all good faith because we believe, and still believe, that purchase of WBUF by NBC or any other network is not in the public interest."

Continuance of the protest hearing—which began its preliminary phases early in January—was no longer justified, Mr. Goodyear said, when the FCC refused to stay its approval of the purchase.

The DOUBLE COLA Company

3350 BROAD STREET · CHATTANOOGA, TENNESSEE

OFFICE OF THE PRESIDENT

December 28, 1955

Radio Station WDEF
Volunteer Building
Chattanooga, Tennessee

Attention: Luther, Big Jim and Officials

Gentlemen:

I want to take this opportunity to thank all of you "high-toned, young, southern, Christian gentlemen" for your contribution to my personal comfort, pleasure and well-being, from awakening me in the mornings to putting me to sleep at night with the late news report.

Most of all, however, I want to thank you for your efforts in expanding the sale of DOUBLE-COLA (our meat and bread) for the past several years.

My very best wishes for the New Year.

Sincerely,

C. D. Little
C

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Meet the Press
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seaman Bros. Tomorrow's Front Page Headlines	
6:30	It's Time	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	
6:45	The Evening Comes		Les Paul	
7:00	Weekend News		General Tire Sports Time	
7:15	Show Time Revie / George Sokolsky	Edgar Bergen Show (198) (CBS Columbia 5-min. segment)	"By the People"	
7:30	It's Time			
7:45	Valentine Henry Mile Travel Talk S			
8:00		News	Stand By Round the World	
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (206)		Monitor •
8:30		P. Lorillard Tee For The Money (200)		
8:45				
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time Sammy Kaye		Marion Forum Dean Clarence Manion	
9:45		Sports	Co-op Keep Healthy	
10:00	It's Time Erwin Canham	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
10:45				
11:00	Texaco News	News		
11:15 PM	Moods in Melody	U.N. Report Dance Orchestra	Repeat of Billy Graham Hour of Decision	Monitor •

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolco Batteries Lowell Thomas (198) R	Sports Kraft News	
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show S	Amor.'s Business Dinner Date	No Network Service
7:30	Events of the Day	Philip Morris Bing Crosby	Men of Action American Home Prod. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (29)	Les Paul Special Edition	One Man's Family •••
8:00	Metro Auditions of the Air	My Son Joop	True Detective Mysteries	Gen. Motors Henry J. Taylor
8:15	News S	Yours Truly Johnny Dollar		Boston Symphony Orchestra
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	
8:45				
9:00	Sound Mirror	Viceroy News	Esso Reporter Jackson Browing Jax World of Sptz	Bell Telephone Telephone Hour (185) R
9:15	ABC News	Jack Carson Show S	Behind the Iron Curtain	
9:30	Offbeat	Anahist, Kools CBS Columbia Amos 'n' Andy Music Hall	Reporters' Roundup	To Be Advised
9:45	News	Chevrolet News		
10:00	Vandercook, CIO		Virgil Pinkley	Fibber McGee & Molly •••••
10:15	The 3 Suns	Dance Orchestra	Soundstage	News from NBC Heart of the News
10:30	News		Dance Orchestra	All Star Parade of Bands (last 2/13)
10:45	Martha Lou Harp			
11:00	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern		Les Paul Sports Kraft News	
6:45	No Service	Dolco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show (121)	Amor.'s Business Dinner Date	No Network Service
7:30	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Men of Action Gabriel Heatter	Miles Labs. News of World (168)
7:45	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family •••
8:00	The World & You	My Son Joop	Treasury Agent	RCA Network Participations People Are Funny
8:15	News S	Yours Truly Johnny Dollar		
8:30	Life is Worth Living	Suspense	Squad Room	Network Participations Anahist, RCA Carter Dragnet
8:45	Admiral News			
9:00	Sound Mirror	News	Esso Reporter Jackson Browing Jax World of Sptz	B&W News
9:15	ABC News	Jack Carson Show S	Dateline Defense	
9:30	Offbeat	Kools Amos 'n' Andy Music Hall (204)	The Army Hour	Biographies In Sound
9:45	News	Chevrolet News		
10:00	Vandercook, CIO		Virgil Pinkley	Fibber McGee & Molly •••••
10:15	The 3 Suns	Campaign '56	Soundstage	News from NBC Joseph C. Harsch
10:30	News	Dance Orchestra	Dance Time	Nightlife with Nordine
10:45	Take Thirty S			
11:00	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	No Service	Metro. Life Ins. Allan Jackson (29)
6:15		No Service
6:30	Bill Stern	
6:45	No Service	Dolco Batteries Lowell Thomas (199)
7:00	CIO-AFofL Edw. P. Morgan	Longines News
7:15	Co-op Quincy Howe	Curt Massey Show (183)
7:30	Events of the Day	Philip Morris CBS-Columbia Bing Crosby
7:45	Mayflower News	Am. Oil Ed. R. Murrow (29)
8:00	The World & You	My Son Joop
8:15	News S	Yours Truly Johnny Dollar
8:30	Your Better Tomorrow	FBI In Peace & War
8:45	News	
9:00	Sound Mirror	News S
9:15	News S	Jack Carson Show S
9:30	Offbeat	Amos 'n' Andy Music Hall (204)
9:45	News	Chevrolet News
10:00	Vandercook, CIO	
10:15	Pabst Fights	News Makers
10:30		Press Report
10:45		
11:00	Singing with the Stars	CBS News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (300)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		"Monitor" •
9:30	It's Time		Christian Rel. Church Back to God (268)	
9:45	Prophecy, Inc. Voice of Prophecy (90)	Church of the Air		Art of Living
10:00	Texaco News	Chev. News		
10:15	Message of Israel S	Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit
10:30	Texaco News			
10:45	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	E. Power Biggs S	First Church How Christian Science Heals	"Monitor" • 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News			
11:45	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center		First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (168)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul Front Page Exclusive Morry Mailman	Monitor •
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club Beltone Bristol-Myers Frigidaire GF, Calgon Union Pharm. Rexall, Magla. Drakett Sandura Olson Rugs Milner Prods. Blue Bonnet	Co-op News	Co-op Robt. Harleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	Sterling MWF My True Story		Cecil Brown	
9:45	Carter When A Girl Marries (165)	Arthur Godfrey ††	Footnotes To Medical History	
10:00	Pharmaco Whispering Streets (224)		Guest Time	
10:15	Paging the News S		Kraft News	
10:30	Swift Magic Kingdom		Johnny Olson Show	Weekday ••
10:45			Kraft News	
11:00	Mayflower News Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (58)	Norwich Grove Quaker Fla. Citrus Story Time	
11:15	Inner Circle	Wrigley Howard Miller (145)		
11:30	Valentine	Bishop, Gen. Fds. (195) Wendy Warren	Queen for a Day Participating	
11:45	Luncheon at Aster	Backstage Wife	Kraft News	Miles Fibber McGee & Molly
12:00 N	Sunshine Boys	Toni MW Helen Trent (187)	L. Higbie (Tu. Th.) Quaker Oats Here's Hollywood	
12:15 PM	How To Fix It		A. Ladd's Modern Moods	
12:30	No Network Service	Our Gal Sunday S	No Service	No Network Service
12:45		Hazel Bishop Road of Life (131)		
1:00	Co-op Paul Harvey	P&G Oxydol Ma Perkins (162)	Co-op Cedric Foster	
1:15	Co-op Ted Malone		Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor • 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00	Table Products Inc.	Chev., A. Jackson		
10:15		Galen Drake S		
10:30	It's Time	Father John's Medicine		
10:45	Muppets and Melodies	Calmer S		
11:00	ABC News*		Good News (Religious)	
11:15	The Inner Circle	Robt Q. Lewis (185) S	Conference Call	
11:30	It's Time		Lucky Pierre Show	
11:45	All-League Clubhouse S		Musical Wheel of Chance	
12:00 N	ABC News	Milner	Les Paul	Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:15 PM	World Tourist	Chev., A. Jackson	Teenagers USA	
12:30	101 Ranch Boys S	Romance S		
12:45	American Farmer S	Liggett & Myers Gunsmoke (198)		Monitor •
1:00	ABC News	Chev., A. Jackson	Basil Heatter	
1:15	Navy Hour S	City Hospital	Musical Wheel of Chance	Chalmers Home Hour (Central Sta's)

SAT

	ABC
1:30 PM	Texaco News
1:45	Pilgrimage
2:00	
2:15	Healing Waters Inc. Dr. Oral Robt
2:30	
2:45	Dr. Wyatt Wings of Healing
3:00	
3:15	Pan American Union S
3:30	It's Time
3:45	Dr. Billy Graham Hour of Decision (229)
4:00	
4:15	Gospel Rest. Old-Fashioned Revival Hr. (19
4:30	
4:45	
5:00	Holiday for Strings S
5:15	
5:30	Texaco, Wonderful
5:45 PM	Goodyear Greatest Story Ever Told

WEDNESDAY

CBS	MBS	NBC
	Stand by With Bob & Ray	
Lee Paul Sports Carl Nelson		
Lowell Thomas (199)		
Longines News		
Edward R. Murrow Show (89)		
Am. Oil Co.		
Special Edition		
Big Sister		
Search for Tomorrow		
Public Prosecutor		To Be Advised
Inv. Reporter		B&W News
Jackson Browing World of Spts		DeSoto Plymouth Dealers, You Bet Your Life (191)
Success Story U.S.A.		
Family Theatre		X Minus One
Virgil Pinkley		Fibber McGee & Molly *****
Soundstage		B&W News
Sounding Board		This Is Moscow
		Keys to the Capitol
Mutual Reports The News		No Network Service
UN Radio Review		News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
Bill Stern	No Service	Lee Paul Sports Kraft News	
No Service	Dolco Batteries Lowell Thomas (199)	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL Edw. P. Morgan	Longines News	Amer.'s Business Dinner Date Men of Action	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Curt Massey Show (204)	Boltone alt. Thurs. Gabriel Heatter	No Network Service
Events of the Day	Philip Morris Bing Crosby	Coca-Cola Co. Eddie Fisher Show	Miles Labs News of World (163)
Mayflower News	Ed. R. Murrow S (89)		One Man's Family ***
The World & You	My Son Jeep	Official Detective	Anahist & Carter The Great Gildersleeve Network-local participations
News S	Yours Truly Johnny Dollar		
Your Better Tomorrow	21st Precinct S	Crime Fighters	The Goose Show
Mayflower News	News S	Esso Reporter Jackson Browing Jax World of Spts	B&W News
Sound Mirror	Jack Carson Show S	The Book Hunter	American Adventure
News S	Kools Amos 'n' Andy Music Hall (294)	Co-op State of the Nation	Conversation
Offbeat	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly *****
Anahist News	Dance Orchestra	Soundstage	News from NBC
Vandercook, CIO		Ted Heath & His Music	Carling Conn. Club
The 3 Sons		Mutual Reports The News	Jane Pickens Show
ABC News		UN Radio Review	No Network Service
Indoors Unlimited			News of the World Morgan Beatty
Songs By Dini	CBS News		
Sports Report	Dance Orchestra		

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
Bill Stern	U.N. on the Record S	Lee Paul Sports Kraft Five Star	Richard Harkness Co-op
No Service	Dolco Batteries Lowell Thomas (199)	Fulton Lewis Jr.	No network Service
CIO-AFofL Edw. P. Morgan	Longines News	Amer.'s Business Dinner Date Men of Action	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Curt Massey Show (204)	Amer. Home Gabriel Heatter	Alex Drier Man on the Go Co-op
Events of the Day	Philip Morris CBS Columbia Bing Crosby	Lee Paul Special Edition	No Network Service
Mayflower News	Am. Oil Ed. R. Murrow (89)		Miles Labs News of World (163)
The World & You	My Son Jeep	Countorspy	One Man's Family ***
News S	Yours Truly Johnny Dollar		National Radio Fan Club Network & local participations
Your Better Tomorrow	CBS-Radio Workshop	Co-op City Editor	
Mayflower News	Viceroy News	Esso Reporter Jackson Browing Jax World of Spts	NBC Job Clinic
Sound Mirror	Jack Carson Show S	American Travel Guide	National Radio Fan Club Network & Local Participations
News S	Ames 'n' Andy Music Hall (294)	Double Date	B&W News
Offbeat	Chevrolet News	Virgil Pinkley	Gillette Boxing
Anahist News	Herman Hickman	Soundstage	Sports Digest
Vandercook, CIO	Dance Orchestra	Dance Time	Fibber McGee & Molly *****
The 3 Sons			Sports Highlights
ABC News			No Network Service
Indoors Unlimited	CBS News	Mutual Reports The News	News of the World Morgan Beatty
Songs By Dini	Dance Orchestra	UN Radio Review	
Sports Report			

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	New Orleans Jazz	John T. Flynn	
		Lee Paul	
Co-op Sports Kaleid	Young Ideas Fred Robbins	Airmen of Note	
Co-op Sports Afield With Bob Edge		Report from Washington	
CIO-AFofL Edw. P. Morgan		Jax World of Sports With Bob Nice	
Overseas Assignment	Juke Box Jury	Pay the Question	
As We See It (CIO)			
This Week in Washington		Inspiration Please	Monitor *
ABC News	Chevrolet News		
		True or False	
	Saturday Night Country Style		
Dancing Party S		Musical Caravan	
	Viceroy News		
		I Ask You	
	Philadelphia Orchestra		
		Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
Vandercook, CIO	News S		
The 3 Sons	Basin Street Jazz	Oklahoma City Symphony Orchestra	
Lawrence Welk Army Show	Guy Lombardo Orchestra		Monitor *
Statler Orchestra	News Analysis	Hardy Burt Commentator	
	Dance Orchestra	Dance Time	

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

CBS	MBS	NBC
Wadsworth Hour (200)	Lutheran Hour (479)	Monitor *
Longines Symphonette (125)		The Catholic Hour
New York Philharmonic Symphony	Festival of Opera	
News		Monitor *
On a Sunday Afternoon		
L. Jackson Chevrolet News	Bandstand USA	
Indictment		
Fort Laramie	TBA	
	John Price	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Dr. Malone	Luncheon with Lopez	No Network Service
No Network Service	P&G Duz Guiding Light (125)	Kraft News	
	Mrs. Burton	A Letter to Lee Graham	
	P. Mason		
The Martin Block Show	Toni & Bristol-Myers Nora Drake (200)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	
	P&G Aunt Jenny (128) S	Mutual Reports	Weekday **
	Houseparty† (183) R	Mutual Matinee with Ruby Mercer	
	Fred Robbins (5)		Hotel for Pets Coast Fisheries ****
Manhattan Matinee	Chal Roy	Mutual Reports	Doctors Wife
	No Service	Mutual Matinee with Dan McCullough	P&G Right to Happiness
Treasury Bandstand			Sterling M-Th Widder Brown
		(MTuWF) Bandstand USA (Th) Dick&Diane	P&G Pepper Young
Musical Express	News		Miles Woman Is My House
Ebony & Ivory			Helen Hayes
Gloria Parker	No Service	Stand By With Bob & Ray	Dr. Norman Vincent Peale
Wall St. Final (Harris, Upham)		Los Paul Gen. Sports Time Kraft News	Gen. Mills & Amer. Bakeries Lone Ranger
			Production Five

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Kathy Godfrey Show S	Magic of Music	"Monitor" *
Shake the Maracas			
Texaco News	News S	Symphonies For Youth	
	Spring Serenade		
Texas Co. Metro. Opera	Dance Orchestra	Fifth Army Band	
	News S		
	Richard Hayes Army Show	Country Jamboree	
	Dance Orchestra	Sports Parade	
	News S		
	Dance Orchestra	Co-op Stand-By Sports	
Pop Concert	Make Way for Youth		
The World Tourist	News S		
	Dance Orchestra		
Dinner at the Green Room S	Saturday at the Chase		

February 6, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3-3:15 p.m. MWF Lever—Th. Sunsweet.
3:15-3:30 p.m., Th. Fri. Dole.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Pet Milk, MWF; Tums, Tu; Hartz, Th.
10:15-10:30 a.m., Staley, MW; Campana, Tu-Th.
10:30-10:45 a.m., Mazola, Tu; Easy Washing Machine, W; Bristol-Myers, Th; Chef Boy-Ar-Dee, F.
10:45-11 a.m., Bristol-Myers, MWF; Minn. Mining, Tu; Chef Boy-Ar-Dee, Th.
11-11:15 a.m., Lever, MW; Kellogg, Tu-Th; Staley, F.
11:15-11:30 a.m., Pillsbury, M thru Th.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Tu-Th-Fri.—Pearson Pharmacal.

NBC—
* Monitor—Network & Local Participations
** Weekday—Network & Local Participations
*** One Man's Family—Network & Local Participations; Anahist, Carter on Wednesdays.
**** Hotel For Pets—MWF: Coast Fisheries with stations not ordered commercially taking program on Sustaining basis
T&TH—Entirely sustaining
***** Fibber McGee & Molly—Network & Local Participations
Viceroy—Tuesdays.

USE EITHER ONE OR BOTH
to open a bigger sales door
in the Detroit Area!

C K L W radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

CKLW

Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

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Hawaiian Room

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television.

"New York's Friendly Hotel"

Hotel Lexington
Near the United Nations
LEXINGTON AVE. AT 48th ST., N.Y.C. 17

CALL YOUR TRAVEL AGENT

PROGRAM SERVICES

Methodist Church to Release 'The Way' Video Film Series

THE Methodist Church's Radio & Film Commission, in cooperation with the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., will launch on Feb. 15 what is called "its biggest tv film venture to date" by releasing a series of 13 teleplays titled *The Way*.

The series, filmed on an initial budget of $290,000, already has been booked on 15 stations, and a spokesman for the Methodist commission Tuesday said that "at least 22-25 more have expressed a desire to run them." He added that by the end of 1956 the church expects to boost this number to 175-250 outlets.

Speaking in New York recently coincident with the advance showing of *The Way*, Bishop Donald Harvey Tippett, in charge of the Methodist Church's San Francisco area, said that the church, agreeing with its founder John Wesley that "the world is my parish," felt duty bound to enter tv.

A pre-release campaign for the series got under way last week with the distribution to 40,000 Methodist churches of a 35-page "pastor's workbook," containing promotion ideas, posters, mailing cards and audience-building leaflets. Also announced: plans to expand the church's tv activities by asking the NCCC for a $1 million budget over the next four years.

Gurvitz Takes Radio-Tv Post On New York Stock Exchange

ROBERT GURVITZ joined the staff of the New York Stock Exchange last week in the newly-created post of manager of radio and television public relations [CLOSED CIRCUIT, Jan. 30]. Mr. Gurvitz served most recently with the radio-tv public relations staff of Grant Adv., New York, and previously had been with Cecil & Presbrey, New York.

He will be responsible for servicing requests from radio and tv stations and networks for information on the exchange. The decision to establish the new post followed a mounting number of requests from radio-tv outlets for stock brokerage data.

468 Stations to Participate In World's Local Radio Drive

WORLD Broadcasting System will launch "Radio's Big Little Man" promotion, a campaign designed to focus advertiser and audience attention on local level radio through a series of contest and merchandising drives, on 468 stations Feb. 15, it was announced last week by Pierre Weis, general manager of World.

Mr. Weis said that during the past few weeks, stations have ordered promotional material from World, including 16,400 metal figures of the husky little giant that symbolizes the promotion, 1½ million color stamps, 78,000 posters, 47,000 streamers and 314,000 pennants.

Coda 'New Music' Service Indexes All New Records

CODA PUBLICATIONS, Studio City, Calif., has instituted a new record index service for radio stations. Called "New Music," it furnishes 3 by 5 file cards on each new record release by all studios, giving rights, publisher, time, artists, composers, speed tempo, flip and program notes for disc jockeys.

The cards come in different colors, with each color designating a certain speed. Each "New Music" client also will receive a monthly bulletin listing all recordings made the past five months.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

FEBRUARY 1956

Total U. S. Stations on Air: 461
(Commercial: 443; Educational: 18)
Total Cities With Tv Stations: 294
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 26,310; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
WKAB-TV (48) See footnote
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 116,500; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,340; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 143,600; N; $500
► KPHO-TV (5) Katz; 141,340; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 52,458; $325
► KVOA-TV (4) ABC, NBC; Branham; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
Wrather-Alvarez Bcstg. Inc. (13) 1/25/56-Unknown

ARKANSAS

EL DORADO†—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 136,083; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS, ABC; Branham; 136,083; N; $400
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 95,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 65,255; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,312,676; $1,750
► KCOP (13) Weed; 2,312,676; $1,250
► KHJ-TV (9) DuM; H-R; 2,312,676; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,312,676; N, LS, LF, LL; $2,700.
► KRCA (4) NBC, NBC Spot Sls.; 2,312,676; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,312,676; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,312,676; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 391,824; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 351,600; N, LF, LS; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,171,690; $1,350
► KPIX (5) CBS; Katz; 1,171,690; N, LS; $1,500
► KRON-TV (4) NBC; Free & Peters; 1,171,690; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 99,864; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,164,660; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 334,101; $600
► KLZ-TV (7) CBS; Katz; 334,101; N; $650
► KOA-TV (4) NBC; NBC Spot Sls.; 334,101; N; $650
► KTVR (2) DuM; Hoag-Blair; 334,101; N; $350
KRMA-TV (*6) 7/1/53-Feb. '56

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GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,420; $120
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 700,100; N, LS; $1,500
► WTTG (5) DuM; Raymer; 700,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-4/1/56
FORT LAUDERDALE—
► WITV (17) ABC, DuM; Forjoe; 298,000; (also Miami); $600
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 17,110; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 334,055; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC, CBS; Katz; 257,820; N; $500
► WTHS-TV (*2) 290,000;
► WTVJ (4) CBS; Free & Peters; 347,500; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) 1/19/56-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair; 159,450; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 205,520; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 239,168; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

1. "Non, species of cabbage," said Fifi, "Who thinks of nuptials, *alors*, till you trap her ze minks?"

2. But Christophe committed a formidable lapse that cost him his gal, when he picked out his traps.

3. For no gal acts *charmante* when given a garment ineptly concocted of freshly-caught varmint!

4. MORAL: It's always open season for the sales you want—when you use the right approach. Here it's Dayton's first and favorite WHIO-TV.

To get what you go fur in Dayton,

THE SHOW MUST GO ON whio-tv

You won't find many great *area* markets with a higher set-to-population ratio—86.1% by yesterday's count. You won't find many combination urban-rural markets with a higher standard of living. And it would be hard to find any market—anywhere—more thoroughly sold by one dominant* station, morning, afternoon and night. Ask our National Tracker and Trapper George P. Hollingbery for the facts behind the story.

**December 1955 ARB gives WHIO-TV ALL TEN of the first ten programs in the area.*

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 563,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 186,000; N; $300
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 112,089; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) Hoag-Blair
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,501; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 75,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 60,050; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 45,948; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-Early '56

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $300

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 335,900; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,375,000; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 259,441; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 680,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,900; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 186,500; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 320,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 318,743; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 284,500; N, LL, LS; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 173,336; N; $350

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 499,260; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 97,298; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming within the past month:

KHAD-TV Laredo, Tex. (ch. 8); KOSA-TV Odessa, Tex. (ch. 7); KPAR-TV Sweetwater, Tex. (ch. 12), and WSAV-TV Savannah, Ga. (ch. 3).

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,350; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 273,000; N; $300
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 377,925; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 183,384

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 649,208; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,392,021; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) ABC; Walker; 547,930; $250

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800;
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100.
See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
►WKAR-TV (*60) 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 577,366; N; $1,050
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 597,230; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			American Forum L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			TBA
2:15			
2:30		*Adventure*	TBA
2:45			
3:00		*Face the Nation*	*Dr. Spock* L
3:15			
3:30		*Sunday News*	*Zoo Parade* L
3:45			
4:00	*Dean Pike* L	Front Row Center	(2/5 only) Hallmark Hall of Fame (1/29, 2/12 2/19 only) Wide, Wide World
4:15			
4:30	*College Press Conference* L		
4:45			
5:00	Hartz Mountain Products Roto Broil Chunky Choclate Super Circus L		
5:15			
5:30		Aluminium Ltd. Scott Paper J. P. Stevens Omnibus	Heinz Capt. Gallant F
5:45			
EVENING			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45	Tums Glamorene P&G Colgate Famous Film Festival (Participating) F		
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15			
8:30			
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30		Bristol-Myers Hitchcock Presents F	
9:45	Pharmaceuticals Ted Mack Amateur Hour L		
10:00		P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Scott Paper Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			
4:45		P&G On Your Account	*Queen For A Day* L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie* L	Whitehall News L	Asso. Prods. Webcor Tony Martin Camel Caravan L
7:15	Daly-News		
7:30	Standard Brands (Alt. wks.) Topper F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15		Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:30	Firestone Voice of Firestone L		
8:45			
9:00	*Dolly Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F
9:15			
9:30	CIBA Medical Horizons L	General Foods December Bride	Johnson Wax alt. with Schick
9:45			Robert Montgomery Presents L
10:00	*Outside U.S.A.* L		
10:15		Westinghouse Studio One L	
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wsan Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			
4:45		P&G On Your Account	*Queen For A Day* L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Pall Mall News L	Chevrolet Dinah Shore Show L
7:15	Miles Labs Daly-News		
7:30		Whitehall Name That Tune	Camel News Caravan L
7:45	L&M Gen. Elec. Monsanto Warner Bros. Presents F		
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F		Chevrolet Chevy Show L
8:45		Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	
9:00	American Tobacco alt. Dodge Danny Thomas F		P&G J. Wyman's Fireside Theatre F
9:15		S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	
9:30	duPont Cavalcade Theatre F		Armstrong Cork Armstrong Circle Th'tre
9:45		Revlon The $64,000 Question L	Pontiac Playwrights 56 L
10:00	*Tomorrow's Careers* L		
10:15		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:30			
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			
4:45		P&G On Your Account	*Queen For A Day* L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Whitehall News L	Coca-Cola Eddie Fisher Show L
7:15	Miles Labs Daly-News		
7:30	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Plymouth News Caravan L
7:45			
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15			
8:30	Gen. Foods Amer. Tob. M-G-M Parade F		Scott Father Knows Best F
8:45			
9:00	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15			
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. (Alt. wks.) Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Hazel Bishop (alt. wk.) P&G This Is Your Life L
10:15			
10:30			Whitehall Pharmacal Midwestern Hayride L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L
	P&G Search for Tomorrow	
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L
		Howdy Doody (See Footnote)
	Pall Mall News L	
Kukla, Fran & Ollie		
Time Inc. Daly-News	Pall Mall News L	Dinah Shore Show Chevrolet L
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Camel News Caravan L
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F
Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F
Brillo Star Tonight L		Chesterfield Dragnet F
Western U. Down You Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F
Music from the Meadowbrook L	General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L
	American Home Prod. Quiz Kids L	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L
	P&G Search for Tomorrow	
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Best Foods Inc. Afternoon Film Festival F&L Participating.	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L
		Howdy Doody (See Footnote)
	Whitehall News L	
	Whitehall News L	
Kukla, Fran & Ollie		
Miles Labs Daly-News		Coca-Cola Eddie Fisher Show L
National Biscuit Rin Tin Tin F	Adventures of Champion	Plymouth News Caravan L
Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	P. Lorillard Truth or Consqnces. F
Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F
Wine Corp. Dollar A Second L	R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F
Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F
Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Choose Up Sides* L
	Gen. Mills The Lone Ranger F	*Mr. Wizard* L
	Wander Co. Captain Midnight	
	Big Ten Basketball Games	NBA Pro Basketball Games L
		Horse Racing from Hialeah L
	Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
	Wrigley Gene Autry Show F	
Am. Home Products & Co-op Ozark Jubilee L	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
Ralston Grand Ole Opry (Every fourth week)	Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Buick Jackie Gleason Show	
Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F
	P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
Pharmaceuticals Inc. Life Begins At 80	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade

AFTERNOON

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MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; Winky Dink and You, 10:30-11 a.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Frl., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Frl. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina. Exp. 2/17. Arthur Godfrey
10:30-10:45 a.m. Mon., Minnesota Mining & Mfg. exp. 2/13; Tue., Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers; Fri., SOS, Alt. wks. CBS-Hytron.
10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Tues., Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks. Prudential.
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg.
11:15-11:30 a.m. Mon. & Thurs, Pillsbury.
Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus
House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.
Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Wed. Gerber Prod. alt. wks. Thu. Toni, Fri. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co., Tues-Fri alt. wks—Hazel Bishop.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 51,962; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $300
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 600,000; $750
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-6/1/56
HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown
JACKSON—
► WJTV (12) CBS, ABC; Katz; 145,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Early '56

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 89,972; $200
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 131,238; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200
KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 549,595; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 549,595; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 549,595; N, LS, LF; $860
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 149,357; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 873,766; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 753,570; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,940; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair; 25,600; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 23,800; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $200
HAYES CENTER†—
KHPL-TV (6)
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 136,725; $400
► KUON-TV (*12) 89,163
OMAHA—
► KMTV (3) NBC, ABC; Petry; 349,800; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown
RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,500; $300
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC, DuM; Weed; 1,089,971; $350
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 67,727; $300
► KOAT-TV (7) ABC; Hollingbery; 66,620; $200
► KOB-TV (4) NBC; Branham; 69,069; $325
CARLSBAD†—
KAVE-TV (6) 6/22/56-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 401,770; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,009,405 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
WNYT-TV (59) 11/23/55-Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 77,070 (plus 55,100 Canadian coverage); $200
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100
ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 472,600; N; $950
SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 202,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,540; N; $450
FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 25,000; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 375,249; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 145,000; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 143,720; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 118,048; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) CBS; Weed; 22,800; $150
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 32,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 440,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 482,203; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
► WOSU-TV (*34)
DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown
MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown
STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 311,112; N; $750
► KVOO-TV (2) NBC; Blair; 311,112; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown
KTVX (8) (See Muskogee)

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 63,410; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Early '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 33,600; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) Hollingbery; 6/8/55-May '56

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,480; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC, NBC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/13/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 947,890; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 390,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; H-R; 266,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

YORK—
► WNOW-TV (49) DuM; Keller; 106,000; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,350; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 226,931; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,110; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 13,224; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 179,487; $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 166,123; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 101,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 401,127; $700
► WMCT (5) NBC; Branham; 401,127; N; $900
► WREC-TV (3) CBS; Katz
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 443,606; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 276,750; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 59,700; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 81,928; $300
► KGNC-TV (4) NBC, DuM; Katz; 81,928; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 150,748; N; $350

BEAUMONT—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 107,760; N, LF, LS; $350

BIG SPRING†—
► KBST-TV (4) CBS; Pearson

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young, 52,850; $200
KRIS-TV (6) Free & Peters; 12/9/55-Spring '56
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 552,740; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 552,740; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 82,144; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 550,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R; 550,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 83,704; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 470,000; N; $900 (film)
► KTRK (13) ABC; Blair; 470,000; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
► KHAD-TV (8) CBS; Pearson

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 115,741; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard. Brown; 51,720; $200

ODESSA†—
► KOSA-TV (7) CBS; Pearson

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,546; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Free & Peters; 292,067; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 292,067; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
► KPAR-TV (12) CBS; Branham

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 138,626; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,680; N; $260

B·T TELESTATUS

TYLER—
► **KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250**

WACO (TEMPLE)—
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,030; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 196,500; N; $575
► KTVT (4) NBC; Katz; 196,500; N; $600
► KUTV (2) ABC; Hollingbery; 196,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 140,000; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 170,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 128,187; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 381,000; N, LF, LS; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS; WRVA-TV (12) 12/2/55-4/1/56
WOTV (29) 12/2/55-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 401,383; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 211,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 484,810; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 484,810; N; LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 484,810; N; $900
► KTVW (13) Hollingbery; 484,810; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 157,760; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 157,760; N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 164,550; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 194,488; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 631,000; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 85,500; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,900; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Radio Wisconsin Inc. (3) 12/7/55-Unknown

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 84,900; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 21,800; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 7,100; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 7,100; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 80,000; $405
► KULA-TV (4) ABC; Young; 78,500; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,952; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 35,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 437,404; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $50,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 6,000; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 28,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC; CBC; 220,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 42,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 20,000; $230

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 20,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 39,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

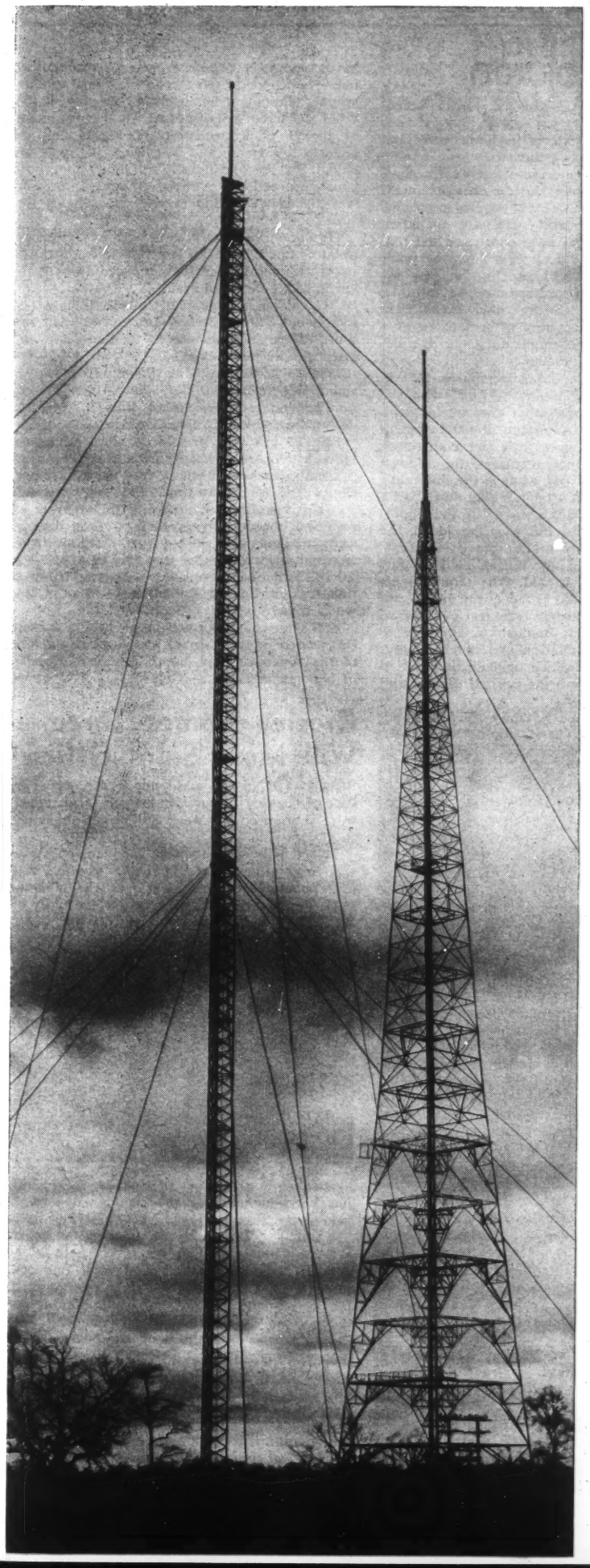
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 324,558; $600

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



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. . specially designed for combinations of graduated and variable wind loads

This 786 foot guyed, pivoted base, type TG television tower was designed and fabricated by Blaw-Knox . . . to special specifications drawn up by the structural consultant of WJAR, Providence, Rhode Island.

WJAR's new tower has nine permanent prestressed guys, spaced at 40° intervals, at each of two levels. Of unusually rugged construction, it is designed to withstand combinations of graduated and variable wind loads.

The 786 foot guyed tower provides the additional height desired for greater extended coverage by WJAR-TV . . . as compared with the 450 foot self-supporting Blaw-Knox type H40 tower formerly used by WJAR. This self-supporting tower, incidentally, has stood firm against all hurricanes since it was erected in 1947.

The advanced design and fabrication of WJAR's new tower typifies the kind of design and fabrication service which Blaw-Knox offers you . . . to meet *your* specific requirements.

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RADIO-TV TO HAVE SAY IN COLORADO

Broadcast testimony begins today before Colorado Supreme Court in effort to lift ban on mikes and cameras. Media witnesses, led by Judge Miller, follow week of testimony by newspaper photographers.

TELEVISION AND RADIO begin testimony today (Monday) before the Colorado Supreme Court in Denver on behalf of the right to place tv cameras and audio gear in the courtroom. Judge Justin Miller will be chief witness for the broadcast media.

The state's highest court enters the second week of a hearing that is expected to point the way toward the right of electronic media to share reporting privileges with the newsmen who record current legal history with a pencil.

Judge Miller, NARTB legal consultant and ex-board chairman, and a number of other witnesses will testify against Canon 35 of the American Bar Assn. They appear on behalf of Denver Area Radio & Television Assn. Canon 35 coverage bans have been invoked by the state court in all civil and criminal courts after the case involving an airplane that exploded in mid-air was found by the court to be "getting bad publicity."

The first days of the trial, which opened last Monday, dealt with the argument of newspaper photographers. Testimony was offered by National Press Photographers Assn. witnesses, including several Colorado judges. Judge O. Otto Moore, of the Supreme Court, is presiding and will submit an opinion to the full court.

Denver broadcasters face Judge Moore today prepared to demonstrate that tv and audio coverage can be unobtrusive. Live tv coverage will be provided on a closed circuit, since Judge Moore specified at the start of the trial that visual and aural coverage for public consumption would not be allowed. Sound-on-film coverage by Auricon cameras of morning sessions will be exhibited in the afternoon. Cameras will operate from a booth and miniature microphones will be used.

The radio-tv team includes attorney Richard Schmidt, counsel for Denver area stations; Judge Miller; Vincent Wasilewski, NARTB government relations manager; Rex Howell, KFXJ Grand Junction, for Colorado Broadcasters Assn.; P. A. Sugg, WKY-AM-TV Oklahoma City; Ken Wayman, KTIV (TV) Sioux City Iowa; Bill Stinson, KWTX (TV) Waco, Tex.; Marshall Faber, KBTV (TV) Denver, technical consultant to the Denver group, and Sheldon Peterson, KLZ-AM-TV Denver, secretary of the group.

Testimony on behalf of radio-tv will take about 2½ days, it was estimated.

Electronic media came into last week's news photography testimony during cross-examination of NPPA witnesses. On several occasions Judge Moore questioned witnesses, including fellow members of the state courts, on the role of radio-tv as crime deterrents. At one point he observed that his grandchildren retained information learned on radio-tv better than what they were taught by other means. He wondered if live telecasting of sentencing of a criminal, for example, might not serve as a deterrent to juvenile delinquency.

Judge James Noland, testifying for NPPA, said courtrooms are public forums, with the public entitled to know what goes on in them. He contended the American judicial system depends on public access to the courtroom. Noting that newspaper reporters are allowed to cover trials, he asked what is the difference between a reporter at a table taking notes and a photographer using his camera. If the photographer is a disturbing influence, he added, the judge has power to maintain order.

A brief submitted by NPPA took a few swings at radio-tv. It said, "the requirements and techniques of radio broadcasting and television demand cumbersome technical equipment, engineers, technicians, mechanics, announcers, laborers, wiring installation and the incidental complements, all of which coincidedly must to a degree impinge upon the normal dignity and procedure of the court.

"Contrariwise, none of these factors apply in the case of the news photographer. He operates alone. He is not surrounded by any assistants whatsover and requires none. He does not require, and does not use, any equipment other than a small, unobtrusive camera."

Photographers were allowed to take pictures at last week's sessions but were not permitted to publish them.

Former Judge R. L. Sauter, Sterling, Colo., was questioned during his testimony by Judge Moore on the privacy aspect. He said, "There's no privacy in a courtroom that holds several hundred people."

Others opposing Canon 35 included District Judge Edward M. Day, Denver, and J. Arthur Phelps, Pueblo, a former district judge.

J. Nelson Truitt, Denver attorney, testified in favor of Canon 35 on the ground the courtroom is being reduced to the carnival level. Answering a question by Judge Moore, he said he did not favor removal of press tables in courtrooms. Judge Moore observed, "We are having some trouble in finding a constitutional difference between picture coverage and written coverage."

Fred Mazzula, Denver lawyer, said in outlining the NPPA case that banning of a photographer "is tantamount to a denial of his constitutional rights." Joseph Costa, NPPA board chairman, said, "The American people are just as much entitled to seeing a story as reading it."

A statement from James C. Hagerty, radio-press secretary of the White House, observed that photographers have the same rights as other newsmen in news coverage of the President. His statement was read by Milton Freier, Washington photographer for United Press.

A brief was submitted by Elisha Hanson, counsel for American Newspaper Publishers Assn. Noting the public demands pictures because they convey information, he said, "Just as the art of photographers has been greatly developed, so, and with an equally fast stride, have come these two new forms of communication—radio and television. Just as photographic equipment has been improved over the years, so have we witnessed the improvement of means of transmission of words and of pictures by radio and television to such an extent that both can be used today to report court proceedings without impairing in any way the essential dignity and decorum of the courtroom."

He argued the courts are under an obligation not to impose arbitrary or capicious restraints upon the reporting of their proceedings. Again citing radio and tv, he said:

"The American people, through their press, their radio and their television, receive each day more information of interest to them than any other people in the world.

"While we are enjoying our newspapers, our radio, our television, our screen, our theatre, our freedom, the peoples of other nations are daily being deprived of such privileges.

"In the last four decades we have observed individual liberties disappearing at a rapid rate in countries where formerly they were cherished as much as we like to think they are cherished. . . . It is this difference between the doctrine of restraint imposed by so many other nations and the American doctrine of freedom from restraint by government that makes it possible for the American people to be better informed than the citizens of any other country in the world today."

Mr. Hanson recommended the court submit the record in the case to the joint committee of the American Bar Assn., American Society of Newspaper Editors, NARTB and ANPA.

Things to Come

ALL CRIMINAL courtrooms someday will have press galleries for newspaper, newsreel and tv coverage, according to Judge J. M. C. Townsend, of the Georgia Court of Appeals.

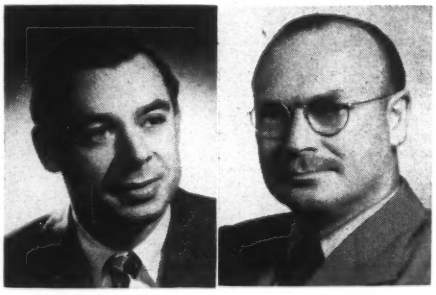
In an *Augusta* (Ga.) *Chronicle* interview with Pat Kelly, staff writer, Judge Townsend said the courts belong to the people and they are entitled to know all about courts and every feature of every trial. He reminded that the oath of a judge is to support the Constitution and state, and not the American Bar Assn. whose Canon 35 deems visual coverage unethical. He flatly opposed use of flash bulbs.

Crosley Names Three, Will Move Sales Office

PROMOTIONS and additions on the executive staff of Crosley Broadcasting Corp., Cincinnati, were announced last week by Crosley President R. E. Dunville.

Harry Mason Smith, vice president and general sales manager for Crosley stations, has been appointed vice president in charge of radio.

H. P. Lasker, vice president and manager of WLWD (TV), Crosley station in Dayton, Ohio,



MR. LASKER MR. SMITH

has been named vice president in charge of sales.

Thomas (Al) Bland, program manager of WBBM Chicago, will join Crosley Feb. 27 as general program manager and John Babcock, director of Crosley's Town & Country Div., has been made assistant program director for the company.

Mr. Dunville at the same time announced that Crosley's general sales offices soon will be moved to New York City and that the present New York office will continue to handle Eastern Div. sales under the management of Scott McLean. Mr. Dunville also announced the appointment of Bomar Lawrence & Assoc., Atlanta, as the company's sales representative for the South.

Sill, Samuels Purchases Of Radio Stations Told

TWO former broadcasting-advertising executives have bought radio stations, it was learned last week.

Jerry Sill, former executive vice president of WHUM-AM-TV Reading, Pa., and a veteran advertising executive, has completed negotiations to buy WHOO-AM-FM Orlando, Fla., from Edward Lamb for $225,000, it was understood.

Hartley Samuels, former general manager of WABC New York, has bought WDLB-AM-FM Marshfield, Wis., from Lloyd L. Felker and associates for $150,000. Negotiations were handled by Allen Kander, station broker. WDLB operates with 250 w on 1450 kc.

The Sill purchase, which is conditioned on Mr. Lamb's securing a favorable final decision in his controversy with the FCC's Broadcast Bureau over Communist association charges, is the second Mr. Lamb has transacted for those stations. More than a year ago, Mr. Lamb arranged to sell the Orlando stations to Maury Lowe and associates for $295,000, but this was cancelled late last year. Mr. Lamb bought the Orlando stations in 1952 for $200,000. WHOO operates on 10 kw day, 5 kw night, on 990 kc, with ABC affiliation. It is represented by Forjoe & Co. Inc.

Also pending FCC approval is the purchase of the Lamb-owned WTOD and WTRT (FM) Toledo by Booth Radio & Television Stations Inc. for $122,500.

Other sales reported last week:

WOKO Albany, N. Y., was bought by Carl Lindberg, president-general manager of WPIK Alexandria, Va. (Washington), and associates from James T. Healey and group for $75,000. WOKO operates with 5 kw on 1460 kc. Allen Kander also handled this sale.

WDEH Sweetwater, Tenn., has been bought by Marvin I. Thompson, commercial manager of WKXV Knoxville, Tenn., and associates from F. L. Crowder, for $52,500. Sale was negotiated by Blackburn-Hamilton Co., station broker. WDEH operates on 800 kc with 500 w, daytime. Mr. Crowder continues to own WHBT Harriman, Tenn.

Among the sales approved by the FCC last week was the $37,760 purchase by Earl M. Johnson, former MBS executive, of WCAW Charleston, W. Va. Mr. Johnson bought control of the station from William D. Stone and associates.

Two Promotions Announced By Storer Broadcasting Co.

PROMOTION of James P. Storer to merchandising manager and Clemens X. Castle to director of engineering for Storer Broadcasting Co. was announced last week by Stanton P. Kettler, vice president in charge of operations.

Mr. Storer has been merchandising manager of WGBS, Storer station in Miami. He started in broadcasting in 1950 in the program department of WGBS, becoming merchandising manager three years later. He will headquarter in the company's New York office.

Mr. Castle joined Storer as a staff engineer in February 1951. Prior to that he was chief engineer at WJIM-AM-TV Lansing. Mich., and a senior engineer with the consulting firm of Raymond M. Wilmotte. He will continue to report to Glenn Boundy, vice president in charge of engineering.

TWO GREAT CALIFORNIA MARKETS

ONLY KNTV Delivers BOTH

1. San Jose & fabulous Santa Clara County
2. Salinas-Monterey & the great Central Coast Counties (Monterey-Santa Cruz-San Benito)

THEY'RE RICH —

CALIFORNIA'S FOURTH MARKET

Taxable retail sales 1955 (NOT including food & gasoline) $816,000,000

AND GROWING —

THE FASTEST GROWING AREA IN CALIFORNIA!

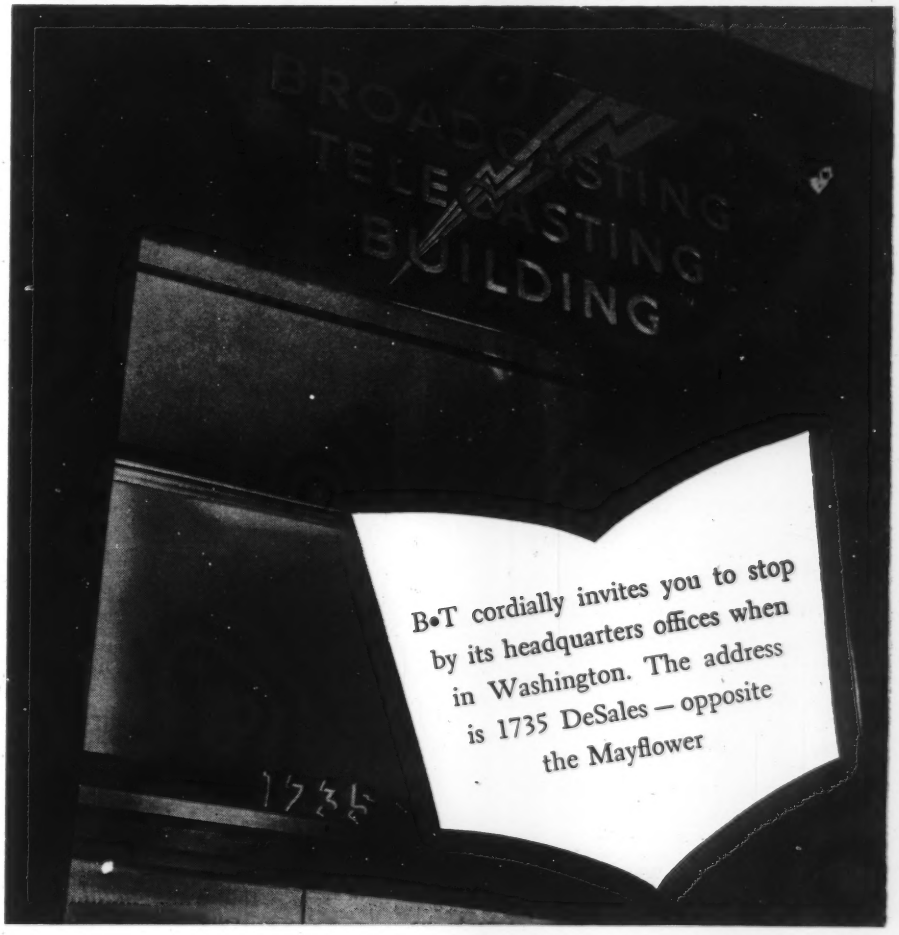
population 1955—635,000 (Santa Clara County with a population of 456,800 had a 5 yr. INCREASE of 57.2%)

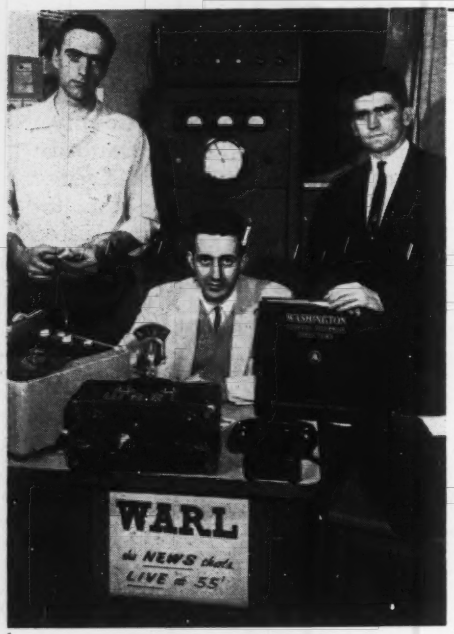
ONE BUY gets complete Grade "A" coverage

KNTV

CHANNEL 11 San Jose

Represented Nationally by The Bolling Company.


BROADCASTING
TELECASTING
BUILDING
B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735



ABOVE: WARL's news staff and equipment (l to r): George Geesey, assistant news editor; Bob Sandin, news editor, and Jack Latham, relief man.

JOHN Q. PUBLIC DOES THE REPORTING

UNDER WARL'S EYEWITNESS NEWS COVERAGE SYSTEM

"PUTTING LIFE into quotes."

That's the way WARL Arlington, Va., likes to think of its current method of presenting local news on the air by using tape recordings, gathered by telephone, of eyewitness accounts.

The method, put into effect two months ago, makes use of a "criss-cross" telephone directory listing subscribers by their street addresses. According to WARL News Editor Bob Sandin, when the station gets a tip on a news happening, it immediately telephones a person in the location where the event is taking place and asks for a description, which is taped and used on the next hourly newscast.

"The voice of such persons telling the news story always has more dramatic impact, more pathos, than accounts from hard-boiled policemen, firemen, and hospital workers who are exposed to so much violence," Mr. Sandin explains. "You get the flavor of the everyday citizen and you get the news when it's really news."

Everything from a semi-hysterical woman reporting "a big animal" in her bedroom (which police later found to be a squirrel) to a firsthand account of police stopping a car driven by burglars hauling away a safe, has made its way on the WARL news program. The show is called *The News That's Live at 55* since it comes on the air five minutes before the hour.

For its leads, the station makes use of police radios covering not only Arlington but Fairfax County and the town of Alexandria, all in Virginia; the District of Columbia, Montgomery and Prince Georges Counties in Maryland.

"We prove with our operation that a metropolitan area as big as the nation's capital can be covered with a two-and-a-half man staff," says the WARL news editor. The staff includes Mr. Sandin, Assistant News Editor George Geesey, and Jack Latham, a relief man on weekends.

Equipment for WARL's news setup cost less than $1,000. It includes (1) a cabinet five feet tall and two feet square into which is built a receiver for the six police radios, a speaker and a clock; (2) a multi-speed tape recorder connected with the telephone, which incorporates a "beeper"; a portable tape recorder for reporting events not obtainable by telephone; (4) a typewriter, and (5) the "criss-cross" telephone directory.

Two robberies have been solved by listeners phoning in tips to police after hearing "lookouts" broadcast over WARL. The news program has scored scoops in reporting the shooting of a policeman in an alley and the subsequent death of his attacker; the kidnapping of a youngster in a child custody case, and the robbery of a filling station.

The News That's Live at 55 also has been sprinkled with amusing incidents, such as the one that occurred when a housewife was called for a report of an automobile accident in her neighborhood. The woman excitedly related how a "head was cut off in the accident." Pressed for further details, she reported that the head belonged to the "only horse in this area."

In checking on a New Year's Day fire, the station got an obviously intoxicated man on the telephone, who up to a point was loquacious. He stopped short when asked what he was doing at the time the fire broke out. "Oh, I couldn't give you a description of that," he exclaimed.

Then there was the time a stuttering woman tried valiantly to tell the station about a fire going on next door to her home. "The firemen got the h-h-h-h. The firemen got the h-ha-ho. They got the ho-h-ho-ho." Finally she made it: "Well, they got the tube up at the window."

The WARL operation has proved so successful that one sister station in the Country Music Network, WCMS Norfolk, began the same technique last month, and another sister station, WROV Roanoke, plans to follow suit soon.

Transcontinent Organized To Obtain Media Properties

A NEW ORGANIZATION—Transcontinent Television Corp.—has been formed to buy and build radio and television stations "in the United States and in other countries whenever economically attractive opportunities present themselves," it was announced last week by the firm's chairman of the board, Paul A. Schoellkopf Jr.

Other officers of the Buffalo, N. Y.-based corporation are Vice President Seymour H. Knox III and Secy.-Treas. Felix Piech. Members of the board of directors, besides the board chairman, are: Mr. Knox, David Channing Moore, George F. Goodyear, and Mr. Piech, all directors, and J. Fred Schoellkopf, chairman of the executive committee. Transcontinent officials hold a substantial amount of stock in WGR-AM-TV Buffalo.

Paul A. Schoellkopf, a director of several companies, said: "We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

Headquarters of the new company are expected to be moved to New York City.

Staff Promotions, Additions Announced by WSJV (TV)

W. FORREST MORROW, photography director of WSJV (TV) South Bend-Elkhart, Ind., has been named the station's production manager.

Other WSJV (TV) appointments announced last week include:

R. Morgan Lumpp, announcer-director for the station, named acting sales promotion director; John J. Alves, production manager, made account executive; Phil Haines, station news reporter, named news editor.

Lou Hemmers, formerly with the Armed Forces Radio Service, joined the station as announcer; Vince Doyle, commercial manager of WJVA South Bend, appointed sports director; Ken Lee, formerly with WFIE Evansville, Ind., named cameraman, and Charles Roe, formerly with *Elkhart Truth*, made news reporter.

WBSC's Jan. Sales Up 38.5%

WBSC Bennettsville, S. C., marked up a 38.5% increase in January business over the same month of last year, it was announced last week by Neil Terrell, general manager. Eighty-six per cent of the increase is composed of national and regional spot, and 14% by local advertising.

NBC Spot Broadside Stresses '56 Concept

SPOT radio as a "booster medium" as well as a "powerful primary selling force" for advertisers is stressed in a new, documented presentation being announced today (Monday) by H. W. (Hank) Shepard, director of radio sales for NBC Spot Sales.

"Too many advertisers today judge spot radio from a 1948 point of view," Mr. Shepard said, pointing out that as a primary medium or a supplementary force, spot radio "deserves serious consideration each time an advertising campaign is planned, and it merits the agencies' best creative effort."

Mr. Shepard described the presentation as "a broad frontal attack to get advertisers to think in 1956 terms about national spot radio and what it can do to sell goods and services." First targets, he said, will be a selected group of advertisers not now using spot radio. The presentation is not available for general distribution.

Since the advent of television, the presentation asserts, "spot radio, of all media, has undergone the most revolutionary changes"—has been reprogrammed and repriced, and its "great combinability characteristic" has been uncovered while it also "has continued to produce outstanding results" for advertisers who used it as a primary sales medium.

The presentation tells advertisers that "no advertising medium alone can reach all of your prospects," and cites research data to demonstrate that point.

The presentation agrees with newspapers' contention that "all sales are local"—but points out that "spot radio's reach is longer and more thorough," and that retail advertisers, "who know local marketing best, are today leading the way to spot radio."

WAKE Greenville, S. C., Wins Suit Brought by Hearst-INS

WAKE Greenville, S. C., received a favorable jury verdict Tuesday in common pleas court in a suit filed by Hearst-INS to collect $9,144 from the station in rental alleged to be due for news service. Judge Bruce Littlejohn presided at the trial.

WAKE contended it had given notice in 1952, a year before expiration of a three-year contract, that it desired to drop the service as soon as possible. Six-month notice was required. The plaintiff sued to recover rental for a five-year renewal of the contract, contending WAKE had not sent a discontinuance by registered mail. WAKE argued that the plaintiff had actually received its letter. William Walker was counsel for WAKE.

L. E. Richards, Lola Spitz Take KEXX Managerial Posts

L. E. RICHARDS, station manager at KIWW San Antonio, Tex., and his assistant in that post, Lola Spitz, have become general manager and station manager, respectively, of KEXX San Antonio. The appointments were announced last week by Manuel D. Leal, KEXX president.

Mr. Richards was associated with KITE San Antonio for two years before moving to KIWW to organize the second Spanish language station to go on the air in that city.

Miss Spitz was associated with KBUD Athens, Tex. and KEYL-TV (now KENS-TV) San Antonio before joining the staff of KIWW.

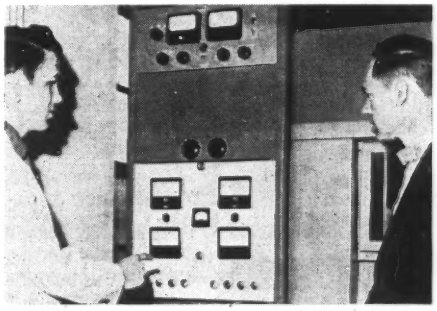
KHFM (FM) Signs 21 Accounts For Commercial Multiplexing

KHFM (FM) Albuquerque, N. M., after less than a month of operation with commercial multiplexing, reports 21 accounts already have been signed for that type service. Station began commercial multiplexing Jan. 9 as the first such outlet in the country, according to KHFM.

KHFM ordered its first multiplex equipment from Harkins & Hershfield last July, following a final FCC decision regarding the fm station's use of the service [B•T, July 4, 1955]. The first shipment of receivers was delivered in December and the transmitting equipment early last month. Schafer Custom Engineering Co., Burbank, Calif., made the complete installation.

KHFM signed its first multiplex account to begin Jan. 9 with five more clients added during the ensuing week. At the present time, KHFM has one sub-carrier on 67 kc, supplying background music 16 hours a day, with a second sub-carrier operation on 49 kc slated to begin operating this week.

The FCC ruling last summer said that functional music programs could be continued after July 1 provided they are aired via the multiplex transmission. Fm stations were given a grace period of one year to comply with the ruling, provided 36 hours weekly be devoted to regular programs using the then simplex system.



CHARLES J. REED (r), KHFM (FM) chief engineer, and Frank C. Lisle, studio engineer, check the station's new sub-carrier generator.

John D. Hopperton is president of KHFM, which operates on 96.3 mc with an effective radiated power of 1.4 kw.

Two Additions, Promotions Announced by KTBC-AM-TV

TWO ADDITIONS to the administrative-sales staff of KTBC-AM-TV Austin, Tex., and two promotions from within the staff were announced last week by J. C. Kellam, general manager.

Ben L. Slack, formerly with the Arizona Broadcasting Co. for 14 years, has been named assistant general manager, and Charles L. Howell, formerly in radio sales and tv sales and management in Austin and Waco, Tex., has been appointed local sales manager for television.

O. P. (Bob) Bobbitt has been promoted to general sales manager and Robert W. Meacham to local sales manager for radio.

Execution Coverage Denied

A REQUEST by KUDL Kansas City, Mo., to broadcast the execution of Arthur Ross Brown, convicted of killing Mrs. Wilma Allen in that community, was denied Jan. 26 by Missouri Gov. Phil M. Donnelly.

Advertisement

LOS ANGELES TIMES

Sat. Jan. 28, 1956

RADIO WINS OVER TV IN NAB SURVEY

By Walter Ames

A recent survey taken by the National Audience Board headed by Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education brought out the startling fact that a number of women whose opinions were sought stated they would rather lose their TV sets than their radios.

It seems a majority of the women questioned confessed they generally listened to their radios during the day, instead of turning on their video sets.

The group interviewed leaned sharply toward the informative and family types of entertainment and named as tops the Father Knows Best show. They said there was a definite place and need for travelogues such as KTTV's Open Road, Golden Voyage, Adventures, etc. They believe more travel shorts as seen in theatres should be made available to TV. The group was enthusiastic about educational TV shows such as the Dr. Popper Spotlight on Opera, Dr. Baxter Shakespeare series and the You Are There, Person to Person and This is Your Life shows.

Being a church group the women feel the need for more religious subjects is urgent. However, they point out that some of the religious shows are a little "namby pamby" and do not appeal to a large audience. They suggested the need for more "virile" programs to attract nonchurchgoers is a No. 1 item.

National Audience Board

152 East End Ave. New York 28, N. Y.

MU 8-2360

Promotion to Herald Change of KYW, WPTZ (TV) Calls

NBC has prepared an extensive promotional campaign to herald the change in call letters of its stations in Philadelphia to WRCV and WRCV-TV, effective Feb. 13. The stations, currently using the call letters of KYW and WPTZ (TV), were acquired from the Westinghouse Broadcasting Co. in exchange for NBC's outlets in Cleveland, WTAM and WNBK-TV.

The promotional effort will be spotlighted by coverage on Feb. 13-15 on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST). The program will originate on Feb. 14 and Feb. 15 in Philadelphia. On the afternoon of Feb. 13, a 12-car entourage of NBC personalities will parade from the office of Mayor Richardson Dilworth to 1619 Walnut St., now re-named the NBC Bldg. Other means of calling attention to the call letter changes will be full-page advertisements in Philadelphia newspapers, on-the-air announcements, outdoor billboards in Philadelphia and neighboring cities, car cards on transit systems, mailing pieces and personal appearances of WRCV-AM-TV personalities.

Transmitter Sent Swiftly To WHNC Henderson, N. C.

WHNC Henderson, N. C., whose transmitter was destroyed in a fire a fortnight ago, lost little time in securing a new one through the speedy cooperation of Gates Radio Co., Quincy, Ill.

Six hours after WHNC General Manager Nathan Frank telephoned the Gates Radio Co. office in Washington, D. C., a 1 kw transmitter was on its way by express to the station from the Gates plant at Quincy, according to L. G. Cervone, Gates general sales manager.

WRON Ronceverte, W. Va., Gives Tokyo Rose Job Offer

TOKYO ROSE, whose voice was beamed by Japanese propaganda authorities to United States troops in the Pacific during World War II, has been offered a job as a radio announcer in this country—but she had to hear about the offer from broadcast and newspaper accounts.

William E. Blake, manager of WRON Ronceverte, W. Va., made the offer in a letter sent to Rose (Mrs. Iva D'Aquino) just before she was released from the Federal Reformatory for Women at Alderson, W. Va., 11 miles from Ronceverte. But since Mr. Blake was not on a list of persons from whom Mrs. D'Aquino could receive mail during her prison sentence, the letter was not delivered to her, according to Gladys Livesay, WRON women's director.

Mr. Blake, who was a World War II paratrooper in the Pacific, was quoted as saying in his letter:

"I was a frequent listener to your broadcasts during the war, from Australia to the Philippines . . . your experience, talent and ability would be an asset to this station. . . ."

Station Greets Competitor

AN UNUSUAL burst of friendliness greeted the formal acquisition of WTAM Cleveland by the Westinghouse Broadcasting Co. on Jan. 22 when rival WGAR there inserted a paid advertisement in three daily newspapers in the city welcoming the Westinghouse radio outlet and expressing wish for "success to the management and staff of WTAM." Rolland V. Tooke, vice president of WBC in Cleveland, wrote a "thank you" note to Carl George, manager of WGAR, and voiced the belief that the stations will be "friendly competitors" because both believe "in the same thing . . . the power and importance of radio." Westinghouse had obtained WTAM as well as WNBK (TV) Cleveland from NBC in exchange for WBC's outlets in Philadelphia, KYW and WPTZ (TV).

Weed Elects Fitzsimmons

ELECTION of Edwin J. Fitzsimmons, general sales manager of Weed Television, to vice president in charge of sales, has been announced by Joseph J. Weed, president of the station representation firm [AT DEADLINE, Jan. 23].

MR. FITZSIMMONS

Mr. Fitzsimmons joined the Weed organization in 1944 after having had experience in advertising and sales with the *New York Times*, the *New York Daily Mirror*, his own magazine representative firm and the agency field.

KLIF Answers Attack On Station Editorials

ATTACK by a *Dallas Herald* columnist on the first editorial efforts of KLIF Dallas "is the prelude to a coming fight throughout the nation between newspapers and radio for news supremacy," according to Gordon McLendon, KLIF managing director.

KLIF's first venture into editorializing dealt with the state's insurance commission, suggesting it would be a good place to start "a gigantic cleaning job" in parts of the state government. The broadcast drew a suggestion from the *Herald's* radio-tv column that the station had overstepped the limitations of good broadcasting practices, according to Mr. McLendon.

KHOL-TV's McPhillamy Dies

A. B. McPHILLAMY, sales manager of KHOL-TV Kearney, Neb., died suddenly Jan. 29, nine days after celebrating his 50th birthday. Mr. McPhillamy was named KHOL-TV sales manager in December 1954 prior to which he had been vice president in charge of sales for the Plenty Products Co., Tulsa, Okla. He is survived by his wife, Ilda, and a 17-year-old son, Bruce.

MR. McPHILLAMY

WDSU-TV to Build New Tower

INSTALLATION of a new 975-ft. transmitting tower and construction of a building to house all necessary engineering equipment will be completed by early June at WDSU-TV New Orleans, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp.

WNBQ (TV) Signs 'Kukla'

LOOKING toward complete conversion to all-color operation sometime in April, WNBQ (TV) Chicago has signed Burr Tillstrom's *Kukla, Fran & Ollie* for a series of weekly colorcasts under sponsorship of Whirlpool Corp. (washing machines), St. Joseph, Mich. Contract was handled by Kenyon & Eckhardt Inc., Chicago.

REPRESENTATIVE APPOINTMENTS

WPOR Portland, Me., names Kettell-Carter, Boston, New England representative.

WSGN Birmingham names Venard, Rintoul & McConnell, N. Y., national representative except in the Southeast, where James S. Ayers Co., Atlanta, will represent the station.

REPRESENTATIVE PEOPLE

Art Berla, chief radio-tv spot timebuyer, BBDO, N. Y., to sales staff of H-R Television Inc., station representative.

John McWeeny, formerly liaison representative on outdoor and other media, J. Walter Thompson Co., Chicago, to sales staff of Venard, Rintoul & McConnell Inc., same city.

E. David Rosen, Donald M. Roberts and **C. Graham Tebbe Jr.,** all juniors at Yale U., appointed general manager, business manager, and sales director, respectively, for the Ivy Network, New Haven, Conn., national sales representative for seven college radio stations.

STATION PEOPLE

Collis A. Young, formerly sales manager, WCMI Ashland, Ky.,-Huntington, W. Va., to WIZE Springfield, Ohio, as station manager.

Charles Harley, formerly salesman with Philco Corp. and Colgate-Palmolive Co., appointed merchandising director, WBBM Chicago succeeding **Dan Martin,** promoted to WBBM sales representative.

Bob Brannon, KSFO San Francisco, to KGDM Stockton, Calif., as program director.

M. Dale Larsen, formerly in promotion department of *Minneapolis Star* and *Tribune,* to KTVH (TV) Hutchinson, Kan., as promotion manager.

Peter O'Reilly, announcer, WTOP-AM-FM-TV Washington, D. C., appointed sales representative for WTOP-TV. He succeeds **Jack Haskell,** resigned to join Free & Peters Inc., N. Y. sales representative. **Arthur Wenige Jr.,** formerly Washington branch sales manager for Permagrain Corp., furniture refinishers, to WTOP-TV as sales representative.

Travis Brown, formerly sales manager, KVSM San Mateo, Calif., to KBIF Fresno, Calif., sales staff.

Paul Martin, director of sales promotion and publicity, WIP Philadelphia, to *Philadelphia Daily News* as promotion manager.

Eddie Barker, newscaster, KRLD Dallas, appointed news director.

Dick Keys, formerly staff announcer, WSTV Stubenville, Ohio, to WHIZ Zanesville, Ohio, as sports director. **Bob Banfield** appointed program director at WHIZ, replacing **Bob Wagner** who has moved to WCHS Charleston, W. Va., as sports director.

John Schulz, formerly station manager of WFRV-TV Green Bay, Wis., returns to WBBM Chicago sales staff. He was associated with WFRV-TV from April to December last year and previously was sales representative at NBC Spot Tv Sales, Chicago.

Jack Tompkins, farm service director, KCMC-AM-FM-TV Texarkana, Tex., to KWTV (TV) and KOMA Oklahoma City as assistant farm director.

Gittee Bortz and **Eric Bose** to sales staff of WSAI Cincinnati, Ohio. Miss Bortz was assistant to general sales manager, Crosley Bcstg. Corp., Cincinnati, and Mr. Bose was account executive, WTHI-TV Terre Haute, Ind.

Alden R. Richards, in charge of production service department, KSL-TV Salt Lake City, Utah, appointed executive producer.

Dick Cheverton, formerly news director, WMT-AM-TV Cedar Rapids, Iowa, to WOOD-AM-TV Grand Rapids, Mich., as news director.

Betty Thomas, formerly advertising and sales manager, Bert Levi Brokerage Co., L. A., manufacturers representative, to KFWB Hollywood, as merchandising director. She succeeds **Beal Belford,** to KOCO Salem, Ore., where he has bought interest.

Rush Evans, formerly sports director, KSEK Pittsburg, Kan., to KRBC-TV Abilene, Tex., as chief announcer.

Doug Mitchell, former news and sportscaster, WNAC-TV Boston, to KALL Salt Lake City and Intermountain Network as news director.

Larry Cooper, producer-director, KWK-TV St. Louis, promoted to education and public service director.

Robert Hanger, news director, WEKY Richmond, Ky., to WPON Pontiac, Mich., as news director.

William P. McGowan to WBRK and WMGT (TV) Pittsfield, Mass., as news editor, succeeding **Laughran Vaber,** to General Electric Co., Schenectady, N. Y., public relations department.

James Sullivan, discharged from U. S. Army, to announcing staff of WLPO LaSalle, Ill.

Michael Couzzi, stage manager, KNXT (TV) Los Angeles, promoted to director.

Jeannie Porter, CBS network personality, to WTIC Hartford, Conn., as hostess for *Family Living* program.

Ralph D. Herbert, public service director, KBET-TV Sacramento, Calif., elected to Board of Directors of Sacramento Adv. and Sales Club.

Hugh Woolsey, formerly with engineering department, KTVI (TV) St. Louis, to staff of KWK-TV same city as director.

William Allan Trowbridge, WIRO Ironton, Ohio, to sales department, WHTN-TV Huntington, W. Va. Also to WHTN-TV sales staff: **David Sable,** vice president of Travel Inc., Huntington, and **Saber Tweel.**

James Russel to sales staff, WBAL Baltimore.

Martin Barsky, WDEL Wilmington, Del., to sales staff, WGLV (TV) Easton, Pa.

James A. Lebenthal, formerly *Life Magazine* movie correspondent in Hollywood, to KFSD-TV San Diego, Calif., as staff producer-director.

E. Saxon Wyatt, formerly morning staffer, WVCH Chester, Pa., to WPFH-TV Wilmington, Del., as tv projectionist.

Harold Kuwahara, former newspaper reporter, to KGMB-TV Honolulu, Hawaii, as newscaster in Japanese language.

Norman Van Brocklin, quarterback for Los Angeles Rams professional football team, to KABC-TV Los Angeles as sportscaster.

Ted Harley to WPLY Plymouth, Wis., as announcer.

Robert L. Arel, formerly announcer, WTIC-FM Hartford, Conn., returning to WTIC after serving two years with U. S. Army.

Jim Lowe, composer and recording artist, to WCBS New York with a Monday-Friday program.

Alvin Herskowitz, recently discharged from U. S. Army, named to copy department, WICC Bridgeport, Conn., replacing **Peter Schachte,** resigned. **Anthony M. Brunton,** formerly with news staff, WSTC Stamford, Conn., to news staff of WICC Bridgeport, Conn.

Roi Ottley, author and columnist, signed by WGN Chicago for new interview-story series.

Jay Neely, recently discharged from U. S. Army, named director-announcer at KSBK Shuri, Okinawa, English-language commercial outlet.

Sylvia Scott, wife of Edward J. Vinnicombe, director of McCormick & Co., Baltimore, hostess of weekly program on WMAR-TV Baltimore.

Paul E. Lindstrom, head of continuity department, WIBM Jackson, Mich., to WIRE Indianapolis in similar capacity.

Robert M. Cawley, formerly production coordinator, KTVK (TV) Phoenix, Ariz., to KRCA (TV) Hollywood as film director.

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
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STATIONS

Sid Davis appointed news director, WKBN Youngstown, Ohio, succeeding **Gene Starn,** resigned to enter private business in Denver.

Roger Coryell to KGMB-AM-TV Honolulu, Hawaii, as newscaster and announcer.

Bev Barton, formerly announcer, WHTN Huntington, W. Va., to WHTN-TV as announcer.

John B. Totten, staff announcer, WNDU-TV South Bend, Ind., to WBNS-TV Columbus, Ohio, in similar capacity. **Eloise Winters,** formerly with Ohio Fuel Gas Co., to WNDU-TV as home economics coordinator.

Bob Drews, Chicago disc jockey, signed for six weekly, three-hour morning series on WRIT Milwaukee.

Bob Stight, disc-jockey, KOWH Omaha, Neb., to WTIX New Orleans as disc jockey.

Mrs. Alice Mott Huggins to host WMUR-TV Manchester, N. H., *Romper Room,* children's show. **Cindy Lord,** Boston singing personality, hosting own show on WMUR-TV.

Constance G. Gordon, art teacher and author, to emcee *Conni Gordon Show,* WTVJ (TV) Miami, Fla., art instruction program.

Edna Lee Crouch to KFI Los Angeles as music librarian.

Dave Hollis, producer, CKLW Windsor-Detroit, resigned to go into business with **Bob Sauber,** WTIV Titusville, Pa.

Joe Phipps, teacher at U. of Maryland Department of Journalism, to WWDC Washington, D. C., as night news editor.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected to board of directors, Horticultural Society of New York Inc.

Roger Baker, sportscaster, WGR-AM-TV Buffalo, N. Y., elected president of Western N. Y. Sportscasters Assn.

Maurine Eckloff, traffic manager and woman's director, KHOL-TV Kearney-Holdrege, Neb., mother of boy, Warren Nathan, Jan. 16.

Gerrit J. De Vlieg, engineer at WMAQ Chicago since 1931 and for NBC Radio's *National Farm & Home Hour,* died in his home Jan. 29.

John J. Hurley, general manager, WNEB Worcester, Mass., father of girl, Jan. 25. **Mrs. Hurley** (Eugenia Columbus) was formerly with NBC Washington.

Richard Monahan, commercial manager, WAVZ New Haven, Conn., father of boy.

PERSONNEL RELATIONS

NATIONAL EFFECTS SEEN IN NABET DENVER STRIKE

AFL-CIO newspaper says that strike was brought on by KOA-AM-TV's 'thinly disguised union-busting effort,' charges story in B•T aided strike by not reporting 25% wage cut.

LONG STRIKE of NABET technicians at KOA-AM-TV Denver has "potential nationwide ramifications," according to the NABET edition of the *AFL-CIO News,* which described the strike as the first in radio-tv since the recent AFL-CIO merger.

The publication said the 42 NABET employes struck Dec. 19 "in a wage dispute after management, in a thinly disguised union-busting effort, demanded the employes take a 25% wage cut. The struggle is being watched closely nationally by union and management people alike. If the KOA employer succeeds, stations all over the country will attempt the same tactics against NABET elsewhere and all other unions in the industry."

According to the *News,* the strike "has received a big assist from the pro-management trade magazine, BROADCASTING • TELECASTING, which in its Jan. 9 issue did not report the fact that the union was being asked to take a 25% wage cut."

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said at the start of the strike: "In proposing a new contract to the union, the management of KOA proceeded from two basic premises: One, in no case will existing salaries or wages be reduced; and two, KOA will match, and in most cases better, the wages and working conditions provided by competitors [B•T, Jan. 9]."

(Efforts by B•T to contact Clifford F. Rothery, NABET international president, at the time its Jan. 9 article was written were unsuccessful, since he did not acknowledge or return telephone calls at his San Francisco address.)

The *AFL-CIO News* article mentioned that Bob Hope was 39.7% KOA voting stockholder, with associates controlling 48.7%. The union plans to picket the comedian when he returns to this country from England, it was stated.

Picket lines at KOA-AM-TV have been honored by all AFL-CIO unions but the AFTRA local, according to the *News,* and the strikers have received "an indirect but valuable assist from the *Denver Post* which gave factual coverage to NABET's side of the story."

A list of station sponsors was sent to 25,000 union members in the state, it was stated, and "approximately a fifth of the 75 sponsors had removed their business from KOA voluntarily, and the rest were being asked to do likewise. Sponsors, however, were being buttered up by the KOA management. Stockholders own directly or indirectly through family or other associations more than half the sponsoring firms on KOA." The *News* added that Garland Dutton, president of the NABET local, reported "a management effort aimed at keeping sponsors on the station by giving them commercial time for little if any charge."

NABET Out to Organize All of Broadcast Industry

TOTAL union organization of the broadcasting industry is the goal of the NABET International Executive Council, according to the NABET edition of the *AFL-CIO News.* In an article on NABET's plans, Clifford F. Rothery, international president, said the council decided to conduct a vigorous drive "to complete the unionization of radio and tv. . . ."

Mr. Rothery said, "Never before have we experienced such brazen misuse of the laws and abuse of the functions of government agencies against the union rights of radio and tv workers. Never before have we encountered so much virulent anti-unionism on the part of the employers in this industry."

Radio-tv, he continued, "is being rapidly and radically transformed by entry into the industry of hundreds of new station licensees and thousands of new workers threatening to engulf us in a sea of 'open-shoppism' if the tides are not stemmed by the strong dike of organization."

FCC was charged by Mr. Rothery with responding to "the call of the employers to snatch the fruits of our victory" in the KPIX (TV) San Francisco case by suspending licenses of several technicians after investigating sabotage charges. He claimed the National Labor Relations Board "has arbitrarily refused to provide its services to workers in the smaller radio and tv stations."

Discussing radio-tv automation, Mr. Rothery said NABET will not hinder legitimate technical developments but will insist that savings of automation be shared with workers. NABET also will fight for a 30-hour week without pay reduction, he said, as well as pension plans and similar benefits.

He warned FCC that it must "stay out of labor disputes" and said, "Strike-breaking under the guise of regulation is not the law of our land."

AFTRA Post to Conaway

APPOINTMENT of Donald F. Conaway as national executive secretary of the American Federation of Television & Radio Artists has been announced by the union. He replaces Alex McKee, who had been serving temporarily in that capacity pending selection of a successor to the late George Heller.

Mr. Conaway is an attorney and for the past seven years has been associated with Henslee, Monken & Murray, Chicago, general and regional counsel for the Brotherhood of Railroad Trainmen.

$565,639 to Guild Members

SCREEN ACTORS GUILD reports that $565,639 was distributed during 1955 to Guild members in residual payments on television entertainment films. The union added that $140,159 was distributed to members for television rights in theatrical pictures.

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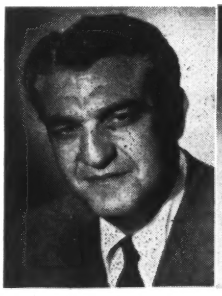
WEITMAN RESIGNS, LEWINE MOVES UP

ABC-TV vice president, who joined network in AB-PT merger as head of programming and talent, leaves in a surprise move. His successor, Robert F. Lewine, receives second promotion in a fortnight.

ROBERT M. WEITMAN, in a surprise move, resigned last week as vice president in charge of programming and talent for ABC-TV and as a vice president of American Broadcasting-Paramount Theatres, ABC's parent organization. Robert F. Lewine, vice president and director of the ABC-TV network program department, was named to succeed him.

AB-PT President Leonard H. Goldenson, in announcing Mr. Weitman's resignation, said it was accepted "with great reluctance" and that Mr. Weitman would announce his future plans at an early date. This marks the second resignation of a top-level executive who moved to ABC from United Paramount Theatres when ABC and UPT merged into AB-PT in February 1953. Robert H. O'Brien, who became ABC executive vice president at the time of the merger, returned to his duties as financial vice president and secretary of the parent company more than a year ago.

Other key operating executives whose ABC associations came through the UPT organization are John H. Mitchell, who has risen from station manager to his present post of vice president in charge of the ABC-TV network, and Earl H. Hudson, vice president in charge of the ABC West Coast Div.



MR. WEITMAN

MR. LEWINE

Mr. Lewine will report to Mr. Mitchell. The promotion, announced by ABC President Robert E. Kintner, is his second in a fortnight. Director of the ABC-TV network program department since September 1954, he added a vice presidency to this title last month [B•T, Jan. 23].

Before joining ABC in February 1953 as eastern program director, Mr. Lewine was radio-tv director of the Hirshon-Garfield agency in New York. Before that he organized the television and film departments of Rockhill Productions, served as an independent motion picture producer and television consultant and, in 1945-47, held various executive posts with Cine-Television Studios Inc.

Mr. Weitman, in his role of programming and talent vice president for ABC, has been credited with key roles in signing a number of name stars for the network, including Danny Thomas, Ray Bolger and George Jessel.

In announcing Mr. Weitman's resignation, Mr. Goldenson said: "His leaving brings to a close a long and very pleasant relationship with our company. I am sure he will be missed by his many friends and associates here."

CBS, Fighting Como Rating, Eases Gleason's Feelings

CBS-TV was still trying last week to strengthen its Saturday night line-up but had produced no clear-cut results except, apparently, a smoothing of comic Jackie Gleason's ruffled feelings.

Concerned about the NBC-TV *Perry Como Show's* higher ratings in the Saturday 8-9 p.m. spot, CBS-TV officials were considering the possibility of moving the Gleason *Honeymooners* show back from 8:30 p.m. to 8 p.m. Mr. Gleason let out a blast, including a threat to sue. CBS-TV authorities reported, however, that apparently Mr. Gleason had got the mistaken impression that the network was thinking of dropping *Stage Show*, a Jackie Gleason Enterprises production now appearing in the 8 p.m. period. They said he appeared satisfied when assured that this was not the plan.

A complicating factor in CBS-TV's efforts to juggle the lineup is that *Two for the Money* must, under existing commitments, follow Mr. Gleason. It's now seen at 9 p.m.

Rines Joins NBC Committee

WILLIAM H. RINES, general manager of WCHS Portland, Me., has been elected to the nine-man NBC Radio Affiliates Committee. He fills the committee vacancy created by the resignation of Chris Witting following the latter's elevation from president of Westinghouse Broadcasting Co. to the consumer products vice presidency of WBC's parent company, Westinghouse Electric Corp. [B•T, Nov. 14, 1955]. A successor to Mr. Witting as vice chairman of the committee will be named at a meeting in the "near future," authorities reported. The committee is headed by James M. Gaines of WOAI San Antonio.

Shriner Signs CBS-TV Pact

COMEDIAN HERB SHRINER, star of CBS-TV's *Two for the Money* (Sat. 9-9:30 p.m. EST) has signed a five-year contract with the network, Hubbell Robinson Jr., CBS-TV vice president in charge of programs, announced Jan. 31. Mr. Shriner, whose contract with Goodson-Todman Inc., packagers of the program, ends simultaneously with the sponsorship commitment of P. Lorillard Co. and W. A. Sheaffer Pen Co., will be featured in his own 60-minute program this fall, Mr. Robinson said.

SRO Signs Readied

EVENING time on CBS-TV was approaching sell-out status last week as Colgate-Palmolive Co. signed to sponsor *My Friend Flicka* in the Friday 7:30-8 p.m. EST period, leaving only one evening half-hour still open (Wednesday at 7:30 p.m.). The Colgate-Palmolive contract, through Lennen & Newell, New York, is effective Friday. NBC-TV is reported operating with a capacity house of advertisers in regular evening time already, and CBS-TV is said to be in negotiations with several potential sponsors for its remaining half-hour, now occupied by *Brave Eagle*.

THE SMART BUY IN MILWAUKEE

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Weaver Suggests Help Of Tv Films in Drives

TV FILM producers should cooperate with The Advertising Council and share in the responsibility for informing the public on the Heart Fund and other public service campaigns, NBC Board Chairman Sylvester L. (Pat) Weaver Jr. suggested last week.

In an address kicking off the 1956 Chicago Heart Fund drive, Mr. Weaver, chairman of the national drive, credited mass media, particularly radio-tv, with fostering the growth of the American Heart Assn. and alerting public recognition of heart disease problems. He also lauded radio-tv-theatre artists for supporting the heart crusade.

Noting that many do not support The Advertising Council or American Heart Assn., Mr. Weaver asserted that "a vigilant leadership in American business" must not delegate policy decisions on public service participation. He added:

"And to those who are relatively new to American communications, like the producers of film shows for television, let me remind them that they have entered the big time now, and their attitude toward public service, such as leaving time in filmed series for Advertising Council messages . . . cannot be fulfilled by arguments about technical difficulties or policy complications or any cross-breeding of such exurbanite double-talk. These shows must carry public service messages as part of the information system of the country."

The NBC board chairman said the American Heart Assn. "owes a very special debt to broadcasting" for launching the heart program in 1949 through Ralph Edwards' "walking man" contest on *Truth or Consequences*. He claimed that *Medic* and other documentary programs afford evidence that "health education pays off" in viewer-listener interest as well as in public service.

CBS Radio Appoints Martin

APPOINTMENT of Jack Martin as manager of network sales service for CBS Radio is being announced today (Monday) by William D. Shaw, the radio network's sales manager. Mr. Martin succeeds Eric Salline, who has been appointed manager of station relations for CBS Radio [B•T, Jan. 30; also see layout above].

Mr. Martin has been in the network sales service department since March 1953. He joined CBS Radio in 1952.

Conversion Converted

ABC-TV is planning "the largest single tv studio in New York" at its west side headquarters. The network, which three years ago converted a large stable into three tv studios, then reconverted them into two studios, is now clearing up a last remaining wall to make it a vast arena once more, measuring 176 by 73 ft. and providing 11,700 sq. ft. of floorspace. Engineers are replacing the wall with a 15-ton single-sheet steel partition that can be raised or lowered by electricity, should two studios be needed simultaneously. First program to originate from the new studio will be the hour-long "Springtime U. S. A." musical extravaganza on *Voice of Firestone* March 19.

Mr. Schwin | Mr. Morby | Mr. Salline

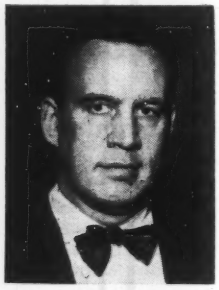
EFFECTIVE TODAY (Monday) are the appointments of Newell T. Schwin as television sales manager for Terrytoons, newly acquired division of CBS Television Film Sales; Ole Morby to succeed Mr. Schwin as manager of sales development for CBS Radio Spot Sales, and Eric Salline, to take Mr. Morby's place as manager of CBS Radio station relations [AT DEADLINE, Jan. 30]. Before assuming his Spot Sales post Mr. Schwin was executive assistant to H. Leslie Atlass, vice president of CBS-AM-TV, and prior to that was director of advertising for the Household Finance Corp. Mr. Morby joined CBS in 1942 after eight years with McCann-Erickson; he served as CBS Radio Western Div. manager of station relations before becoming network manager of station relations in 1954. Mr. Salline, manager of network sales service for CBS Radio, joined the network in 1944.

KARD-TV to Join NBC-TV

AFFILIATION of KARD-TV Wichita, Kans., with NBC-TV, effective May 1, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William J. Moyer, vice president and general manager of KARD-TV. The station, on ch. 3 with 100 kw, is owned and operated by the Wichita Television Corp. and is equipped to carry network-originated color programming.

Stone in New CBS-TV Post

LOUIS T. STONE, business manager of CBS-TV's program department, has been named director of CBS-TV talent commitments, effective immediately, it was announced last week by W. Spencer Harrison, network vice president in charge of legal and business affairs. In his new post, Mr. Stone will assist in the handling of major talent negotiations and contract relations.



MR. STONE

Prior to joining CBS-TV in 1951, he was executive assistant to David O. Selznick and an executive with ASCAP.

Littell Gets Cavalcade Post

BLAINE LITTELL, WCBS-TV New York news bureau manager who was anchor man of CBS News' *Campaign '54* pre-election news series, has been named assignment chief of CBS News Campaign Cavalcade [B•T, Jan. 23], CBS news director John F. Day announced Friday.

The Cavalcade unit, comprised of a 12-man radio-tv reporting team, swings into operation the end of this month when its members go "into the field," supplying all CBS-TV and CBS Radio news programs with approximately 25 stories a week, both live and recorded, in addition to standing by to deliver last minute "live cut-ins" for regular telecasts.

WISN Basic ABC Affiliate

WISN Milwaukee became a basic, primary affiliate of ABC Radio last Wednesday, it was announced by Edward DeGray, national director of station relations for the radio network. WISN, which is owned by Hearst Inc., had been a secondary ABC Radio affiliate since last May. The station operates on 1150 kc with 5 kw.

WCYB Joins ABC

WCYB Bristol, Va., operating on 690 kc with 10 kw, owned and operated by the Appalachian Broadcasting Corp., has joined ABC Radio as an affiliate, Edward J. DeGray, ABC Radio national director of station relations, announced last week.

Four Stations Join Keystone

ADDITION of four new affiliates was announced last week by Keystone Broadcasting System through Blanche Stein, station relations director. Stations are WDZ Decatur, Ill.; WDBF Delray Beach, Fla.; KTLO Mountain Home, Ark., and WPID Piedmont, Ala. Keystone now claims 872 station subscribers for its transcribed programs.

Bob Burns Dies

BOB BURNS, 64, hillbilly comic of the '30s, died in Hollywood Thursday of cancer. He had been in a coma six days. His physician said he was the victim of a kidney cancer, which spread after surgery. He had been inactive since 1954. During the last decade he had amassed a fortune in San Fernando Valley real estate. At the peak of his radio career he combined Arkansas hillbilly lore with tunes performed on a home-made item he called a bazooka.

NETWORK PEOPLE

John E. Erickson Jr., formerly with Free & Peters Inc., station representative, to staff of CBS Radio Network Sales in Chicago. **Phil Cowan,** manager of special projects for CBS Radio press information, N. Y., to CBS-TV press information as press relations representative. **Ralph Nelson,** television writer-actor-producer, to CBS-TV's Hollywood staff.

COLOR TV'S DAYS AS A MONEY-MAKER AREN'T SO VERY FAR OFF, RCA PREDICTS

Manufacturer says the greatest percentage of its tv set dollar volume will be in color in 1957, and that color sets will be a profit item by the end of this year. Bottom price will drop below $695 by Christmas, newsmen are told at tour of Bloomington, Ind., facilities.

RCA, which publicly revealed its color tv mass production line at its Bloomington, Ind., plant last week, predicted through top spokesmen that:

• The greater percentage of RCA's tv set dollar volume in 1957 will be furnished by color receiver sales.

• By this Christmas, the "rock bottom" price of RCA's color sets will drop below the current $695 level. (It was indicated that the first cheaper-priced RCA color receiver would make its appearance in the fall line, which the company will be pricing in June with the price tag expected then or soon after).

• RCA will start operating in color at a profit this year, and, before the year is out there may be an industry shortage of color tubes.

RCA, which now is producing about 80 black-and-white sets an hour at peak on the assembly line, said its color assembly line at Bloomington is geared to operate at a peak capacity of some 60 color sets an hour—one color receiver assembled and ready for shipment every minute.

At a news conference in Bloomington, Robert A. Seidel, executive vice president of RCA Consumer Products, optimistically reported that in 1957 "Color tv will be the ball game." He said that both volume and profits from color tv would be "noted" by the end of this year.

As shown to newsmen, the Bloomington plant has five tv set assembly lines—including assembling, testing, checking, and packing. One of these lines now is producing color tv receivers only. The other four lines are worked on two, eight-hour daily shifts; the color line currently is on a one shift, eight hour daily basis. Another color line—not shown last week—was said by RCA to be turning out color sets at the Indianapolis plant.

Mr. Seidel, emphasizing that RCA during this year expects to make and sell more than 200,000 color tv receivers, said the company has spent more than $5 million to convert all of its facilities at Bloomington to color. "This means that, at any time we desire, every production line here can be switched to the making of big color receivers. We have simplified the manufacturing process to such a degree that most of our present employes now engaged in the production of black-and-white sets can be transferred immediately to color work," he said.

He stressed that RCA can now make color tv sets at a pace to keep up with the demand—when the demand warrants it, RCA will up its Bloomington color operation. At the same time, however, it was noted that RCA's color tube production—located mainly at its Lancaster, Pa., plant—is not filling the demand for the product. RCA color tubes are used both by RCA and other companies.

W. Walter Watts, executive vice president, RCA Electronic Components, noted that "some progress was being made by other tube producers in the making of RCA color-type tubes: among them, Thomas Electronics of Passaic, N. J., which will start within a month or 45 days; Sylvania and Tung-Sol. These companies will produce the tube on a "limited" or "sampling" basis, he said.

While not officially disclosed, B•T was informed that RCA's color tv tube production now is running at about 20,000 per month. RCA's goal is 30,000 per month this fall, although Mr. Watts told the newsmen he was optimistic the figure would be higher.

Although the Bloomington news tour was devoted principally to color tv manufacturing, a network spokesman—Richard A. R. Pinkham, NBC vice president in charge of tv network programs—assured newsmen that the cost of color shows to advertisers "will decrease as color programming progresses."

Mr. Pinkham estimated that color now adds between 10-25% cost to the advertiser. He said the national political conventions this year definitely will not be programmed in color.

He said that NBC's continued expansion of color programming calls for a doubling of its current color programming (from a current 40 hours of network color programs a month to 80) by this fall with many NBC-TV's "principal" evening programs, in addition to spectaculars, presented in color.

Mr. Pinkham said it was possible that with NBC and CBS color shows on the air, this fall may see "important" color shows on the air each night of the week with several color shows "on key evenings like Saturday and Sunday."

In the tour of Bloomington plant facilities, newsmen were shown actual assembly of RCA color sets, both consoles and consolettes. Starting with the punching and soldering of the chassis, the assembly progresses through the various stages of adding circuitry, placement of components, until completion of the chassis. The final phase is the combining of chassis, picture tube, cabinet, knobs and dials.

Although no figures were disclosed, computation shows that perhaps something in the vicinity of 10,000 color tv sets would be turned out per month at the Bloomington plant. This figure, however, is merely a guidepost and far from accurate—depending on speed-ups and conversely, slow-ups of the line. This, of course, does not include the Indianapolis operation.

RCA officials would not comment directly on current development under way on color tv receivers but the impression was left that the firm is now designing a set that will be priced lower than the current bottom price of $695 for the RCA 12-inch color set.

RCA officials pointed up that the "important roadblock to color progress" has been "apathy" among dealers who have been employing "business caution" in handling color tv receivers. Dealers "must feel they can sell in volume and at profit," it was said.

Also revealed: RCA now has invested "in excess" of $70 million in color; the firm would be "happy" to help out any tv manufacturer having color problems; RCA has placed orders for color tubes from manufacturer competitors; color sets will not progress downward in price at the same progression rate as was the drop in black-and-white some years back; an estimated 20% of RCA's color sales is made up of sets bearing $695 price tags, and about a "half dozen" competitors are in production.

B•T also received a quick estimate from RCA that the firm now has on hand orders for "10,000 to 50,000" (depending on how firm orders are now) color tubes from major tv set manufacturers.

Mr. Seidel said that a little more than a year ago, RCA was able to produce 10 color sets an hour compared to the 60 per hour of today. He said RCA has broken ground for new $3 million plant facilities both at Bloomington and Indianapolis to take care of color-sparked expansion. "Assuredly," he said, "the price of color sets will be adjusted downward as production increases and we are able to take advantage of the economies of mass production."

RCA's color receivers now sell at prices ranging from $695 to $995. Mr. Seidel said that RCA expects to sell color sets at these prices

"Someday I'll be a personality on KRIZ Phoenix—meanwhile I just work here for prestige."

3
triple-play . . . well assisted

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even after RCA makes available lower-priced color receivers.

Mr. Watts said RCA is adhering to the round, metal aperture mask type of color tube. He said new equipment installed by RCA is designed to handle this tube only because "in our opinion, no other proposed color tube is near the mass production stage."

In the manufacture of RCA color tubes, Mr. Watts said the firm has completed an $8.5 million, two-year program, adding about 220,000 sq. ft. of floor space to its Lancaster facility with employment expected to increase at least 50% during the year.

The modern Bloomington plant, occupying 427,000 sq. ft. on an 81-acre tract, employs about 3,800 people. The production lines are each nearly a half-mile long.

Also present were Charles P. Baxter, vice president and general manager of RCA Victor television division, and George Leinenweber, manager of the Bloomington plant. Mr. Baxter outlined RCA's plans for merchandising color sets, noting the decrease in service costs now in effect ($99.95 for a year including installation and unlimited service, a reduction of $40 from the previous price) and touching upon the use of all media to advertise color sets and thus bolster color tv sales plans.

Mr. Pinkham detailed previously-announced plans for increasing color facilities at NBC in New York and in Burbank, Calif., plus the planned conversion by April of NBC's Chicago station (WNBQ [TV]) to all color programming. He said other NBC-owned stations would follow suit "step by step."

He said more than 100 NBC stations now can transmit network programs in color with a coverage area of some 93% of all existing tv homes. Mr. Pinkham also said that more than 30 NBC affiliated stations are equipped to originate color films with about a dozen "in the biggest markets" also equipped with their own live color cameras "and are regularly scheduling their own color shows."

More Than 20,000 Color Sets Planned by Emerson in 1956

ALTHOUGH Emerson Radio & Phonograph Corp., Jersey City, loses about $100 on each color set sold, the company plans to produce between 20,000 and 25,000 color tv receivers in 1956, Benjamin Abrams, president, told stockholders at the annual meeting in New York Wednesday.

The Emerson consolette model sells for $794 and the full console for $894. Mr. Abrams added that color receivers soon would become a profitable item for Emerson. He repeated an earlier forecast that company sales for the fiscal year ending Oct. 31, 1956, would top 1955 levels, but declined to forecast profits.

Capital expenditures for 1955, Mr. Abrams said, totaled about $1 million more than "normal expenditures." He placed 1956 capital spending at about 50% of the amount spent in 1955.

NEW L. A. FACILITIES DEDICATED BY RCA

NEW PROCESSING and warehouse facilities to meet increasing western demand for tubes were dedicated in Los Angeles Wednesday by RCA Victor Western Div. at 6355 Washington Blvd. H. R. Maag, vice president of RCA in charge of the Western Div., and George Anderson, newly-appointed warehouse manager, were host to leaders of associated industries at an open house.

D. Y. Smith, vice president and general manager of RCA's Tube Div. at Harrison, N. J., headed a group of eastern officials present for the ceremony. Mr. Maag and Mr. Smith said the West's unprecedented growth made the added distribution facilities necessary.

The new building has a capacity of two million radio and tv receiving, power and cathode ray tubes at a time and will serve California, Nevada, Utah, Arizona and New Mexico. The tubes are tested, labeled and packaged here after being shipped from the East in bulk.

Magnavox Takes Over Sparton Line of Radio and Video Sets

ACQUISITION by the Magnavox Co., Ft. Wayne, Ind., of the radio-television business of the Sparks-Withington Co. (Sparton radio, television and phonograph sets), Jackson, Mich., was announced last week by Frank Freimann, Magnavox president. Terms of the purchase were not disclosed.

Under the agreement, Magnavox obtains "certain movable assets associated with the manufacture and conduct of the Sparton radio and television line," but does not acquire any of the manufacturing facilities of Sparks-Withington, according to Mr. Freimann. A line of radio-tv sets will be manufactured by Magnavox in its own plants and will be sold under the brand name of Sparton, Mr. Freimann said. He pointed out that up to now, Magnavox has sold to dealers in largely metropolitan markets but that the Sparton acquisition will give the company access to rural markets, where Sparks-Withington has concentrated its distribution.

Mr. Freimann estimated that the Sparton business will add $15-20 million in radio-phonograph-television sales to Magnavox's annual volume. He listed the company's volume for the last six months of 1955 at $35 million.

CHARLES B. BRITT, executive vice president of WLOS-TV Asheville, N. C., signs a contract with P. G. Walters, RCA representative, for a new transmitter to be installed by the electronics concern. The transmitter is expected to be in operation around March 1, Mr. Britt said.

Remote Control Equipment To Be Exhibited in Chicago

FIRST public presentation and demonstration of new printed electronic communication and control devices, including a unit with application in remote control of radio transmitters, will be conducted by Bell & Gossett Co., Morton Grove, Ill., in Chicago Feb. 21 at the Chicago Athletic Club, it was announced last week.

Four new products slated for exhibition include a digital remote control selective calling system with triggering system for controlling multiple circuits in planes, ships and guided missiles. The triggering system also can be applied in remote control of radio transmitters, it was explained.

With new-type aircraft, there is need for more highly developed automatic position reporting equipment, according to R. E. Moore, executive vice president of Bell & Gossett. "No equipment capable of performing such tasks has been available heretofore, taking into consideration the limited availability of radio frequencies," he added.

Bell & Gossett engineers have been experimenting with printed telecommunication devices for several years, with outside consultation of electronic and communication specialists. It has pioneered in the development of heating and air cooling systems.

L.B. Wilson INCORPORATED
WCKY
CINCINNATI O.
*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

'55 WAS BOOM YEAR FOR RADIO, TV SETS

Tv production placed at 7,756,-521, surpassing former record of 7,463,800 manufactured in 1950. Radio sets reached 14,-894,695, highest total since the 16.5 million produced in 1948.

THE YEAR 1955 was a record one for television set manufacturers, with radio having its best year since 1948.

Tv set production set an alltime record—7,756,521 receivers compared to 7,346,715 in 1954. Previous record for tv sets was established in 1950 when 7,463,800 were produced.

Production of radios, 14,894,695 sets, reached the highest point since 1948. This is 4.5 million sets above the 1954 output.

In announcing the 12-month figures, Radio-Electronics-Television Mfrs. Assn. said the previous high year in radio production was 1948 when 16.5 million sets were produced. That total still reflected the post-war demand following several non-productive years.

Production of 1,786,330 radios in December, a five-week work month, approached the monthly record set in April 1948 when just under 2 million sets were produced, according to RETMA. Production in December 1954 totaled 1,261,775 radios.

December output of tv sets dropped to 604,626 from 631,654 in four-week November and below the 833,423 turned out in December 1954.

RETMA reported that 89,606 of the December tv sets were equipped with uhf tuning facilities at the factory, for a total of 1,181,788 uhf sets produced in 1955. Of the December radios, 40,305 had fm tuners, for a total of 256,356 fm radios for the year. Another 1,609 tv receivers having tuners for the fm band were produced in December, with 22,727 for the entire year.

Following are radio and tv set production by months during the year 1955:

	Television	Home Radios	Portable Radios
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	567,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks)	939,515	417,802	139,164
Oct.	759,735	398,087	168,709
Nov.	631,654	389,316	181,573
Dec. (5 wks)	604,626	396,535	182,204
Total	7,756,521	3,393,882	2,027,545

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks)	511,278	234,106	1,302,350
Oct.	651,017	282,393	1,500,206
Nov.	733,859	276,049	1,580,797
Dec. (5 wks)	864,261	343,330	1,786,330
Total	7,229,594	2,243,674	14,894,695

DuMont Named Asst. Mgr.

ALLEN B. DUMONT Jr., son of Dr. Allen B. DuMont, chairman of the board and founder of Allen B. DuMont Labs, has been named assistant to the manager, television receiver division, F. P. Price, division manager, announced last week. Mr. DuMont, with the labs since 1953, started as a trainee and was division district manager for DuMont in New York State before being named to his present post.

MR. DUMONT

Flynn Joins Federal Co.

THOMAS C. FLYNN has been appointed public relations representative for the Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone and Telegraph Corp., Mr. Flynn formerly did public relations work for Allen B. DuMont Labs, David O. Alber Assoc., public relations counsellors, WOR New York and CBS. He has also been a member of the editorial staff of *The New Yorker* magazine.

GE Appointments Announced

JAMES W. NELSON Jr., manager of electronic tube research of General Electric Co.'s Microwave Lab at Stanford Industrial Park, Palo Alto, Calif., has been named manager of the laboratory, succeeding H. R. Oldfield Jr., who has been appointed general manager of GE's newly-established industrial computer section at Electronics Park, Syracuse, N. Y. Dr. William A. Edson, acting professor of electrical engineering at Stanford U., has been appointed to the new position of consulting engineer of GE's microwave lab.

Westinghouse Ups Larson

APPOINTMENT of Gilbert C. Larson as assistant general manager of the television-radio division, Westinghouse Electric Corp., Metuchen, N. J., was announced last week by E. J. Kelly, general manager. He joined Westinghouse in 1947 and later was advanced to manager of engineering for the television-radio division.

MANUFACTURING PEOPLE

George J. Kennedy, assistant commercial sales manager, Graybar Electric Co., N. Y., appointed general commercial sales manager. Mr. Kennedy, with Graybar since 1946, succeeds **H. P. Litchfield,** retired.

Norman S. Kornetz, manager of television engineering, engineering sub-division, Westinghouse Electric Corp., Metuchen, N. J., named manager of engineering, Westinghouse television-radio division.

John G. Stott, formerly supervisor of color technology division Kodak Park Works, Eastman Kodak Co., Rochester, N. Y., appointed assistant manager of television programming.

Grover J. Beach, formerly manager of government division of Warwick Mfg. Corp., Chicago, appointed engineering manager for high fidelity equipment, record changers, phonographs and tape recorders, Crescent Industries Inc., same city.

Edward J. Van Houten, wage and salary administrator, Allen B. DuMont Labs, Clifton, N. J., named assistant director of industrial relations.

Orville L. Mabee, supervisor of production control, General Electric Co. cathode-ray tube sub-department, Syracuse, N. Y., named manager of materials of Syracuse cathode ray tube plant.

David S. Blackwell, chief production engineer, Warwick Mfg. Corp., Zion, Ill., appointed manager of quality control, CBS-Columbia, radio and tv set manufacturing division of CBS Inc., N. Y.

Daniel Lazare, supervisor of project planning and technical services, Sylvania Electric Products Inc.'s physics lab, Bayside, N. Y., appointed head of technical services.

Col. Loren B. Gaither, Signal Corps, USA (Ret.), formerly director of Evans Signal Laboratory of Signal Corps Engineering Laboratories, to Magnavox Co., Fort Wayne, Ind., as director of engineering, government industrial division.

Capt. D. R. Hull, USN (Ret.), vice president of Raytheon Mfg. Co., Waltham, Mass., named chairman of 10th national convention of Armed Forces Communications and Electronics Assn., to be held in Boston May 24-26.

Ken Hathaway, manager of electronics distributors division, Ward Leonard Electric Co., Mt. Vernon, N. Y., elected treasurer of Assn. of Electronic Parts & Equipment Mfrs.

R. C. CRISLER & COMPANY, INC.

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

We are pleased to announce that

MR. PAUL E. WAGNER

is now associated with our firm, and will make his headquarters in our Cincinnati office.

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

BBM will make of the surplus.

(BBM officials told B•T that the 1956 survey preparation and mailing alone cost $30,000, which could not have been financed without a planned surplus for this purpose.)

At the November meeting BBM was represented by President Charles R. Vint, Colgate-Palmolive Ltd., Toronto; Horace Stovin, H. N. Stovin & Co., Toronto; Bob Campbell, J. Walter Thompson Co. Ltd., Toronto; Bill Hawkins, CFOS Owen Sound, Ont., and Clyde McDonald, BBM executive director. CBC was represented by Mr. Ouimet; Ernest Bushnell, assistant general manager; Walter Powell, commercial manager; E. A. Weir, former commercial manager; Neil Morrison, audience research director, and Maurice Valiquette, legal department.

Seven Canadian Radios, Tvs Announce New Rate Setups

NEW RATE CARDS have been issued by seven radio and television stations in Canada, most of which have already gone into effect. CHRC Quebec, Que.; CKRB St. Georges de Beauce, Que.; CJBQ Belleville, Ont. and CFAC Calgary, Alta., have issued new rate cards.

Tv stations CBFT Montreal, Que.; CBMT Montreal, and CBUT Vancouver, B. C., have released new rate cards, with rates starting at $900 an hour Class A time on CBFT, $680 an hour on CBMT, and $500 an hour on CBUT. One minute spot announcements from 7:30-10 p.m., Class AA time, are $225 an CBFT, $170 on CBMT, and $125 on CBUT.

The CBC television network has issued a new rate card now listing 33 stations across Canada, both English and French. Total Class A one-hour time on all stations is $10,130.

Canada's Independent Tvs Will Pay More Fees in '56

CANADA'S 28 privately-owned television stations will pay $111,600 in 1956 fees to the Composers, Authors & Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Stations will pay $90,000 instead of $25,000 to CAPAC in 1956 and annual fees will range from $1,000 for new stations to $6,000 for older stations. BMI Canada Ltd. will collect $21,600 from the 28 tv stations, with annual fees ranging from $150 to $1,839.

New fees were sanctioned by the Canadian Copyright Appeal Board at Ottawa, Ont., early in January. Fees payable by privately-owned radio stations to CAPAC will be at the rate of 1¾% of the station's gross revenue on a monthly basis, with fees being charged for the second previous month for which the license is issued. BMI Canada Ltd. will charge radio stations a total of $98,296 this year as against $55,346 collected in 1955.

Ontario Radio, Tv Stations May Carry Beer, Liquor Ads

EARLY POSSIBILITY of institutional beer and liquor advertising on Ontario radio and television stations looms with report that Canadian Breweries Ltd., interests at Toronto, Ont., have bought television rights for the Canadian Big Four football games next fall for about $990,000. The governors of the Big Four group meeting at Winnipeg, Manitoba, late in January are understood to have accepted a bid for $990,000 for three years from the interests, represented by the Royal Trust Co., Montreal, Que., and the purchaser was reported to be acceptable to the Canadian Broadcasting Corp. for sponsorship of the telecasts.

Regulations in Ontario to allow advertising of beer, wine and liquor are now under review by a special commission, and will be studied by the Ontario provincial government soon. Following the decision of the Ontario government, the Ontario Liquor Control Board will be informed on the policy, and then decision will be up to the CBC whether to allow such institutional sponsorship on radio and television, as is now permitted Quebec province.

Canada Expects to Reduce Its Expenditures for CBC

THE CANADIAN GOVERNMENT expects to spend almost $1 million less on the Canadian Broadcasting Corp. in the coming fiscal year than in the current fiscal year ending March 31, according to estimates tabled in the House of Commons at Ottawa, Ont., Jan. 26. For the 1955-56 fiscal year, expenditures by the Canadian government are listed at $26,114,470, whereas for the year starting April 1 estimated expenditures are $25,167,825.

The drop in expenditures takes into account the gradual drop in price of television and radio receivers on which a 15% excise tax is placed at the manufacturers' level. This excise tax goes in its entirety to the CBC for its radio and television operations. The government will still pay a $6,250,000 grant to the CBC and will remit transmitter license fees from private radio and tv stations (paid to the Dept. of Transport) to the CBC. The annual grant and the transmitter license fees are included in the total.

B&B Opens Toronto Office

BENTON & BOWLES has opened a Toronto office at 1407 Yonge St., with William E. Barfoot as manager. Ralph Starr Butler Jr. from the New York office has been appointed radio and television director of the Canadian office. William O. Morrison was named as an account executive at the new office, which will handle advertising of Studebaker-Packard of Canada Ltd., Florida Citrus Commission and Procter & Gamble Co. of Canada Ltd.

INTERNATIONAL PEOPLE

Bob Hunter, sales manager, CKBB Barrie, Ont., appointed manager.

David G. Hill, assistant manager, CKDA Victoria, B.C., to manager, and **Allan Klenman,** sales manager of CKNW New Westminster, B.C., for past six years to local sales manager of CKDA.

John L. Sayers, commercial manager of CKWX Vancouver, B.C., to general sales manager. **Clare G. Copeland,** formerly of All-Canada Radio Facilities Ltd., Toronto and Montreal, and retail sales manager of CKWX to national sales manager. **Douglas S. Greigg,** account executive of CKWX, to retail sales manager.

Fred Usher, production manager, CJVI Victoria, B.C., appointed local sales manager, and **Dick Batey,** news, sports and special events director, to production manager.

Phil Stone, sports and promotion director of CHUM Toronto, Ontario, to program director.

Dorwin Baird, editorial director, CJOR Vancouver, B. C., elected alderman in Vancouver civic elections.

WBKB (TV) CLEARS FOR POLITICOS

WBKB (TV) CHICAGO is pitching at the politicos to buy spot time, using an idea conceived by ABC Vice President Sterling C. Quinlan. To ease the traditional political time problem, the station will set aside, effective March 12, two 30-minute segments each Monday evening to accommodate announcements purchased by aspirants for the Chicago election primaries April 10. Each program's format will be devoted to musical entertainment.

MOTOROLA 'PIXIE PAC'

A COMBINATION gift box and counter display unit, the "Pixie-Pac," has been introduced by Motorola Inc., Chicago set manufacturer, as a point-of-sale device to promote its pocket-size portable radios. The unit contains a Pixie portable radio, a camera-type carrying case, a personalized listening device and set of two batteries. Suggested list price is $43.35.

BEGINS EDUCATION SERIES

NEW YORK UNIVERSITY office of radio-tv in cooperation with WCBS-TV New York has launched a new series of 26 weekly educational programs Saturdays, 2-2:30 p.m. EST. Titled *Yesterday's Worlds*, the series examines the culture and society of ancient man, in association with New York's Metropolitan Museum of Art. Partially financed by the Ford Foundation, programs will be kinescoped and made available to educational stations on a national basis.

Tv for the Deaf

WCCO-TV Minneapolis is offering *Moments With God* for its estimated 3,000 deaf viewers. The program, begun last December, was the idea of the Rev. George Kraus, a Lutheran missionary serving the deaf people of the world.

Rev. Kraus gives the sign language interpretation on *Moments* while another minister gives the audio message. Station officials have been surprised with the large number of letters from the "hearing" audience who were fascinated with the sign language.

Besides his television work, Rev. Kraus is minister of the Calvary Lutheran Church for the Deaf, St. Paul, Minn.

"GLORY" is the word Rev. George Kraus is speaking with his hands as Rev. William Buege says it audibly on *Moments With God* on WCCO-TV.

LOCAL COLORCASTS ON KTLA (TV)

KTLA (TV) HOLLYWOOD launched a program of weekly colorcasts Jan. 27 with the claim that it thus becomes the country's first independent operation to inaugurate a regular color schedule. Selected for colorcasting was *Western Varieties* because of its town square setting and costumes.

CLAIMS ANTARCTIC FIRST

REPORTEDLY the first films and tape recordings of Adm. Byrd's 1956 Antartica expedition aired on radio-tv were featured last fortnight on NBC-TV's *Today* show and NBC Radio's *News of the World* with Morgan Beatty. Both 30-minutes worth of tape and 13,300 ft. of both color and black-and-white film were recorded and taped by NBC News' William Hartigan, the only tv news cameraman with the expedition. The reports, which arrived at New York's Idlewild International airport Jan. 23, via New Zealand, were delayed overnight when customs officials "held" the film for screening.

SAYS FINE ARTS PAY

IS a mass television audience interested in "fine arts" programming? WOR-TV New York is convinced that it is, pointing to a cumulative 51.0 Pulse rating achieved by its week-long presentation of "Tales of Hoffman" on its *Million Dollar Movie* series, starting Jan. 16. On Jan 21 and 22, the station carried "Hoffman" in its entirety for 2½ hours. The success of this "exposure" has led WOR-TV to schedule another "fine arts" motion picture, "The Great Gilbert and Sullivan," starting week of Feb. 13, with Saturday and Sunday showings expanded to two hours beyond customary 1½ hour *Million Dollar Movie* format.

FIFTH LEGION SHOW ON NBC-TV

THE FIFTH annual "For God and Country" observance, under auspices of the American Legion, was slated to be carried by NBC-TV yesterday (Sunday, 2:30-3 p.m. EST). The program was to feature personal messages from prominent Americans—including Brig. Gen. David Sarnoff, board chairman, RCA—on the role of religion in daily life, devotional songs by Perry Como and the 140-voice chapel choir of the U. S. Military Academy. In addition to Gen. Sarnoff, participants were to include Gov. Frank Clement of Tennessee; Howard Pyle, former Arizona governor and now administrative assistant to President Eisenhower, and various top legion officials. The program was to be at the Century Theatre, New York.

USIA PICKS 'NEW SOUNDS'

ABC RADIO's *New Sounds For You* listening concept, inaugurated last fall and currently heard each weeknight, 7:30-10 p.m. EST, now is being rebroadcast behind the Iron Curtain by the U. S. Information Agency. USIA selected "New Sounds" as a "typical" U. S. radio show, ABC reports.

IN CASE OF FIRE

WILLIAM GOLDSMITH Co., Greenville, S. C., security and insurance broker, hit the jackpot Monday with its unusual "in case of fire" contract on WFBC. Under its standing order for broadcast of any fire within reach of WFBC's remote equipment, the sponsor covered a Jan. 30 blaze that swept three downtown stores and a restaurant. WFBC summoned off-duty firemen to the scene and stayed with the blaze until it was finally brought under control.

'Maryland's Best'

GIVEN the title "Maryland's best room operator" by the *American Billiard News*, Jim Meyers gives credit for his winning the honor to a series of spots on WDON Wheaton, Md. Mr. Meyers Silver Spring room has been given a vote of approval by the Mother's Club, chief of police and the juvenile court.

"The announcements have . . . made my room known as a cleanly run operation which is suitable for having any member of a family patronize it," he said. Mr. Meyers also has a weekly 15 minute local sports show on WDON and WASH-FM Washington.

NEW NEGRO SHOW ON WBKB (TV)

AN ALL-NEGRO live production beamed at the Negro viewing audience has been launched by WBKB (TV) Chicago, with a claim it is the first of its kind on tv in that city. The program, *Richard's Open Door*, consists of interviews, music and news, with Richard Stamz as m.c., and emphasizing Negroes in sports, politics, entertainment and fashions. Producers are Sander Rodkin and Sid Sherman, Sander Rodkin Adv. Agency, for the sponsoring Martin Clothing Co. WBKB has slotted the show at the Saturday 11:30-midnight period, making a 90-minute spread of live shows with addition of *Richard's Open Door*.

WBZ PENETRATES IRON CURTAIN

WBZ-WBZA BOSTON carried a trans-Atlantic interview with Dr. William Damashek, Boston hematologist, who is visiting Moscow, on Jan. 17. Dr. Damshek was interviewed by Rod MacLeish, the station's news director, who elicited information from the physician on current medical developments in the Soviet Union, as well as his impressions on life in the country and a variety of subjects.

SOUND DEPTH ON WOI-FM-TV

WOI-FM and WOI-TV Ames, Iowa, stations of Iowa State College of Agriculture & Mechanic Arts, combined facilities recently for a one-time-only experiment in stereophonic sound. The weekly tv program, *Ask Us Another*, went out over two microphones, one carrying fm station audio, the other the tv audio. The audience, advance-educated to the idea, has asked for more sound in depth with its tv, say the stations.

FLYING BROADCAST ON KOSI

TO COVER the Denver Naval Air Station's airborne commission of a new squadron KOSI Denver went a mile above the Mile-High City. Following the proceedings aloft, KOSI sent program manager Lonnie Licata aboard one of the planes and borrowed a trailer-mounted portable transmitter and receiver from the Naval Air Station. KOSI says it was the only area station to carry the ceremony from air to ground.

SHOW GOES NETWORK

WCBS-TV's *Eye on New York*, one year old local public affairs program moderated by Bill Leonard, is now on CBS-TV Network. Now available to affiliates, show is supervised by Clarence Worden's WCBS-TV public affairs staff.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

you'll get 3-way eye-traffic

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and *every month* thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS

Standard Rate & Data Service, Inc.

Transit Tie-In

PASSENGERS lucky enough to board a particular bus in Seattle, Wash., are treated with a free ride and music specially programmed for them from five local stations—KOMO, KAYO, KOL, KJR and KING.

The Seattle Transit System initiated the promotion to call attention to 100 new vehicles and to encourage shoppers to "Shop by Bus." The participating stations are furnished with a schedule of the "mystery bus" so that they can tip off home listeners when the bus is in their area. A special radio receiver, with four speakers, has been installed in the bus and the driver is instructed when to switch stations to catch the special programming.

EMPHASIZES AUTO RADIOS

IMPORTANCE of the automobile as "information center" during enemy attack, with stress on radio and the Conelrad emergency broadcasting system, is explained in a four-page leaflet, *Four Wheels to Survival*, distributed to state and local Civil Defense offices in the country. The booklet notes that radio, tuned to either 640 kc or 1240 kc, will provide "the principal source of official information" in the event of any enemy attack.

'CONFIDENTIAL' FROM KSUM

"CONFIDENTIAL—Now It Can Be Told! The Facts about Our Sponsors' Wives." So says the cover of a new promotion piece from KSUM Fairmont, Minn. On inside pages are listed statistics to the effect that "86% of your wives listened to radio this past week; 75% listened to radio during the past 24 hours . . . and 43% are exposed to radio just before they shop." KSUM adds its own program and coverage data and appends under "and now a word from our sponsor," a page full of success quotes.

ANSWERS WMCA ALLEGATION

LAWRENCE E. GEROSA, comptroller of the City of New York, Jan. 19 answered a radio "editorial" broadcast by WMCA New York President Nathan Straus who alleged a proposed sale of park department land "for private real estate exploitation" was sanctioned by Mr. Gerosa. Mr. Gerosa was granted 15 minutes on WMCA in accordance with the station's policy of providing equal time to "qualified opponents." In his recorded talk, the official denied the earlier allegation.

Station Authorizations, Applications

(As Compiled by B • T)

January 26 through February 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Feb. 1

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,822	2,811	219	342	156
Fm	535	525	52	19	1

FCC Commercial Station Authorizations As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids-in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 1

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	346	98	444
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	304	308	612[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS AMENDED

Montrose, Colo.—Western Slope Bcstg. Co. amends application for new tv to change ERP to 202 w vis., 101 w aur. and make equipment changes. Ant. height above average terrain 73 ft. Amended Jan. 27.

Roanoke, Ind.—Sarkes Tarzian Inc. application amended to substitute portions of sec. III and IV and sec. V-C and V-G and to propose change in studio and trans. location to on Butler St., .44 miles east of intersection with Hillegas Rd., near Fort Wayne, Ind., and to make ant. changes. Ant. height above average terrain 760 ft. Amended Jan. 27.

Laurel, Miss.—Laurel Television Co. amends application for new tv to change ERP to 97.77 kw vis., 52.29 kw aur. and make equipment changes. Ant. height above average terrain 754 ft. Amended Jan. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

WKST-TV New Castle, Pa.—Returned to applicant by letter of Jan. 23, pursuant to reports and orders adopted April 20, 1955, and Jan. 11, 1956, petition for rule-making procedures to assign ch. 45 to Youngstown, Ohio. Petition denied. Announced Jan. 27.

APPLICATIONS

KSBW-TV Salinas, Calif.—Seeks mod. of cp to change ERP to 213 kw vis., 106.5 kw aur. and studio location to 238 John St., Salinas. Ant. height above average terrain 2,550 ft. Filed Feb. 1.

WABD (TV) New York, N. Y.—Seeks cp to change to 37.2 kw vis., 17.5 kw aur. and make equipment changes. Ant. height above average terrain 1,329 ft. Filed Feb. 1.

APPLICATION AMENDED

KVSO-TV Ardmore, Okla.—Filed amendment to reflect new financial, programming and engineering data and to delete reference to proposed studio move as well as to specify studio location as 112 N. Washington in lieu of 114 N. Washington, Ardmore (not move). Amended Jan. 30.

CALL LETTERS ASSIGNED

KFRE-TV Fresno, Calif.—California Inland Bcstg. Co., ch. 12.
WATL-TV Atlanta, Ga.—Robert W. Rounsaville, ch. 36. Changed from WQXI-TV.
KLSE (TV) Monroe, La.—State Dept. of Education, State of Louisiana, Monroe, ch. 13.
WBIR-TV Knoxville, Tenn.—Radio Station WBIR Inc., ch. 10.

New Am Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Robert W. Rounsaville application for new am to operate on 730 kc, 250 w D dismissed at request of applicant. Action of Jan. 26.

Dyersburg, Tenn.—Hamilton Parks application for cp to operate on 1330 kc, 500 w D returned; not notarized. Returned Jan. 30.

APPLICATIONS

Bijou, Lake Tahoe, Calif.—Robert Burdette, 1490 kc, 250 w unl. Post office address 108 N. Mc-

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

Cadden Pl., Los Angeles, Calif. Estimated construction cost $14,938, first year operating cost $35,580, revenue $40,000. Mr. Burdette, engineer, is applicant for new am to operate in San Fernando, Calif. Filed Jan. 30.

Daytona Beach, Fla.—Volusia County Bcstg. Corp., 1380 kc, 1 kw D. Post office address 913½ Main St., Daytona Beach. Estimated construction cost $12,500, first year operating cost $34,740, revenue $43,300. Principals include Pres. **Lyman W. Menard** (42.6%), former announcer-engineer **WNDB Daytona Beach,** and Vice Pres.-Treas. **Julia F. Menard** (42.6%), housewife. Filed Feb. 1.

Orlando, Fla.—Radio Orlando, 1270 kc, 5 kw D. Post office address 711 Myers Bldg., Springfield, Ill. Estimated construction cost $63,194, first year operating cost $135,000, revenue $150,000. Sole owner **Gordon Sherman** is 36.1% owner of **WMAY Springfield, Ill.,** and gen. mgr. of station. Filed Jan. 31.

Albuquerque, N. M.—Western Bcstg. Co., 960 kc, 1 kw D. Post office address 1975 S. Central Ave., P. O. Box 430, Phoenix, Ariz. Estimated construction cost $32,794, first year operating cost $51,864, revenue $58,752. Applicant is licensee of **KIFN Phoenix, Ariz.** Filed Jan. 30.

Santa Rosa, N. M.—Santa Rosa Bcstg. Co., 1050 kc, 1 kw D. Post office address 405 Sunshine Bldg., Albuquerque, N. M. Estimated construction cost $14,520, first year operating cost $20,000, revenue $24,000. Principals are equal partners **John E. Hall,** attorney; **Jack V. Aubuchon,** civil servant, and **William T. Kemp,** stockholder-manager of **KVWO Cheyenne, Wyo.** Filed Jan. 26.

Florence, N. C.—Twin Carolina Bcstg. Co., 540 kc, 1 kw D. Post office address P. O. Box 133, Blacksburg, Va. Estimated construction cost $14,470, first year operating cost $40,000, revenue $50,000. Principals **Dr.** and **Mrs. Vernon H. Baker** own 99% of **WBCR Christiansburg, Va.** Filed Feb. 1.

Raeford, N. C.—North State Bcstg. Co., 1430 kc, 1 kw D. Post office address P. O. Box 1448, High Point, N. C. Estimated construction cost $18,550, first year operating cost $28,000, revenue $36,000. North State is licensee of **WNOS High Point.** Filed Feb. 1.

Manassas, Va.—Harold H. Thoms, 1460 kc, 500 w D. Post office address % WEAM, 13th and G Sts., N.W., Washington, D. C. Estimated construction cost $10,000, first year operating cost $44,000, revenue $48,000. Mr. Thoms is 99.25% owner of **WISE Asheville, N. C.,** 25% owner of **WISE-TV,** 75% owner **WEAM Arlington, Va.,** 25% owner **WCOG Greensboro,** N. C., and 25% stockholder in **WAYS Charlotte, N. C.** Filed Jan. 27.

Winchester, Va.—North Virginia Bcstg. Co., 1290 kc, 1 kw D. Post office address 3738 Kanawha St., N. W., Washington, D. C. Estimated construction cost $14,200, first year operating cost $36,000, revenue $46,000. Principals are **William E. Benns Jr.** (75%), consulting engineer, 10% owner of **WVOK Birmingham,** 45% owner **WBAM Montgomery,** both **Ala.,** and 50% partner Vulcan Tower Co., and **Barbara Benns** (25%), 5% owner of WBAM. Mr. and Mrs. Benns own 50% **WSLA (TV) Selma, Ala.** Filed Jan. 26.

APPLICATION AMENDED

Pasco, Wash.—Music Broadcasters application for cp to operate on 800 kc, 250 w D amended to change ant.-trans. location, specify studio location, changes in ground system and omit request for remote control operation. Amended Feb. 1.

APPLICATION RESUBMITTED

Dyersburg, Tenn.—Hamilton Parks application for cp to operate on 1330 kc, 500 w D resubmitted. Resubmitted Feb. 1.

Existing Am Stations . . .

ACTIONS BY FCC

WGMA Hollywood, Fla.—Application for cp to increase power from 500 w to 1 kw returned; not completed. Returned Jan. 30.

APPLICATIONS

WMFC Monroeville, Ala.—Seeks cp to change from 1220 kc to 1360 kc, increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 26.

KEVT Tucson, Ariz.—Seeks cp to change from 690 kc to 1600 kc, change hours of operation from D to unl. using 500 w N, 1 kw D, and make equipment changes. Filed Jan. 26.

KHOZ Harrison, Ark.—Seeks cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw and change hours from unl. to D. Filed Jan. 27.

KAMO Rogers, Ark.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 26.

KAFY Bakersfield, Calif.—Seeks cp to change from DA-1 to DA-2. Contingent on pending hearing cases. Filed Jan. 26.

KSLR Oceanside, Calif.—Seeks mod. of cp to change ant.-trans. and studio locations to .3 miles due west of Canyon Dr. from intersection El Camino Real and Canyon Dr., Oceanside. Filed Jan. 31.

KOWL Santa Monica, Calif.—Seeks cp to increase power from 10 kw D to 50 kw D and make equipment changes. Filed Jan. 31.

WFBF Fernandina Beach, Fla.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 26.

WGMA Hollywood, Fla.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 26.

WSFB Quitman, Ga.—Seeks cp to change from 1490 kc to 550 kc, increase from 250 w to 1 kw and make equipment changes. Filed Jan. 31.

WRUS Russellville, Ky.—Seeks cp to change from 800 kc to 610 kc and decrease power from 1 kw to 500 w. Filed Jan. 31.

WORC Worcester, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, install new DA system and make other equipment changes. Filed Jan. 26.

WPMP Pascagoula, Miss.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 31.

KODY N. Platte, Neb.—Resubmits application for cp to change from 1240 kc to 600 kc, increase power from 250 w to 500 w N, 1 kw D, install DA-2, change ant.-trans. and studio locations and make other equipment changes, Filed Jan 26.

WHEE Martinsville, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 27.

WNVA Norton, Va.—Seeks mod. of cp to change ant-trans. location to south of Wise, Va., just inside city limits on U. S. 23, Wise. Filed Jan. 27.

KSEM Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 26.

CALL LETTERS ASSIGNED

WXLI Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 250 w unl.

KDSN Denison, Iowa—Denison Bcstg. Co., 1580 kc, 500 w D.

KEOK Fort Dodge, Iowa—Fort Dodge Broadcasters Inc., 540 kc, 1 kw D.

WBOS Brookline, Mass.—Champion Bcstg. System Inc., 1600 kc, 5 kw unl. Change from WVOM.

KTOO Henderson, Nev.—Magowan, Jones & Harford, 1280 kc, 5 kw D.

KMUL Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w D.

KDWA Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w D.

WELD Fisher, W. Va.—Richard Field Lewis Jr., 690 kc, 500 w D.

KAIM Honolulu, T. H.—Christian Bcstg. Assn., 870 kc, 1 kw unl.

New Fm Stations . . .

APPLICATION

Seneca, S. C.—Blue Ridge Bcstg. Co., 98.1 mc, 9.2 kw unl. Post office address Box 443, Seneca. Not new construction; first year operating cost $6,000, revenue $6,000. Blue Ridge is licensee of **WSNW Seneca** and **WBAW Barnwell, both S. C.** Filed Jan. 30.

Existing Fm Stations . . .

APPLICATIONS

KCMS (FM) Manitou Springs, Colo.—Seeks mod. of cp to change frequency to 102.7 mc, ERP to 10 kw and make equipment changes. Filed Jan. 27.

WMBR-FM Jacksonville, Fla.—Seeks cp to change ERP to 50 kw, trans. location to 6548 S. Hampton, Jacksonville, height above average terrain to 850 ft. and make ant. system changes. Filed Feb. 1.

CALL LETTERS ASSIGNED

KAIM-FM Honolulu, T. H.—Christian Bcstg. Assn., 95.5 mc, 5.7 kw. Changed from KAIM (FM).

Ownership Changes . . .

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted relinquishment of control of permittee corporation by **G. Park Dunford** through inability to take up all of his subscribed stock. Voting trust agreement also instituted. No consideration. Granted Feb. 1.

KAMO Rogers, Ark.—Application for assignment of license to **KAMO Inc.** returned to applicant. Filed on wrong form. Returned Jan. 26.

WSTU Stuart, Fla.—Granted assignment of license to Blue Water Bcstg. Co. Change is corporate; principal stockholder **Lester M. Combs,** also is transferring 16% of his interest in station to his wife. No change in control. Granted Jan. 23; announced Jan. 31.

WKAN Kankakee, Ill.—Granted relinquishment of control by **Leslie C. Small** for $244,305. Mr. Small, 50.16% stockholder, will hold 25.445% while Mr. Small's two sons, other parties to transaction, will each hold 25.028%. Filed Feb. 1.

WCPM Cumberland, Ky.—Granted assignment of license to Tricity Bcstg. Co. for $18,000. Sole owner **Edward F. Shadburne** is manager of WCPM. Granted Feb. 1.

WAAB-AM-TV Worcester, Mass.—Granted assignment of license and cp to **Wilson Bcstg. Co.** Corporate change only; no change in control. Granted Jan. 23; announced Jan. 31.

WABY Albany, N. Y.—Granted acquisition of control by **David A. Kyle** who will control 54% of outstanding shares because of retirement of 39.9% of outstanding stock held by other parties. No consideration and no new stockholders are involved. Granted Jan. 26; announced Jan. 31.

WNEW New York, N. Y.—Granted assignment of license to **WNEW Bcstg. Inc.** wholly-owned subsidiary of licensee, WNEW Bcstg. Co. No change in control. Granted Jan. 27; announced Jan. 31.

KOMB Cottage Grove, Ore.—Granted assignment to **Radio Station KOMB.** Corporate change only; No change in control. Granted Feb. 1.

KEED Springfield, Ore.—Application for transfer of stock to **Helen N. Stadler** returned to applicant as unnecessary. Returned Jan. 26.

WSSC Sumter, S. C.—Granted acquisition of control by **J. A. Gallimore** for $25,000. Mr. Gallimore is presently 50% owner of station and will be sole owner. Granted Jan. 24; announced Jan 31.

WDXN Clarksville, Tenn.—Granted assignment of license to **Clarksville Bcstg. Co.** Corporate change only; no change in control. Granted Jan. 24; announced Jan. 31.

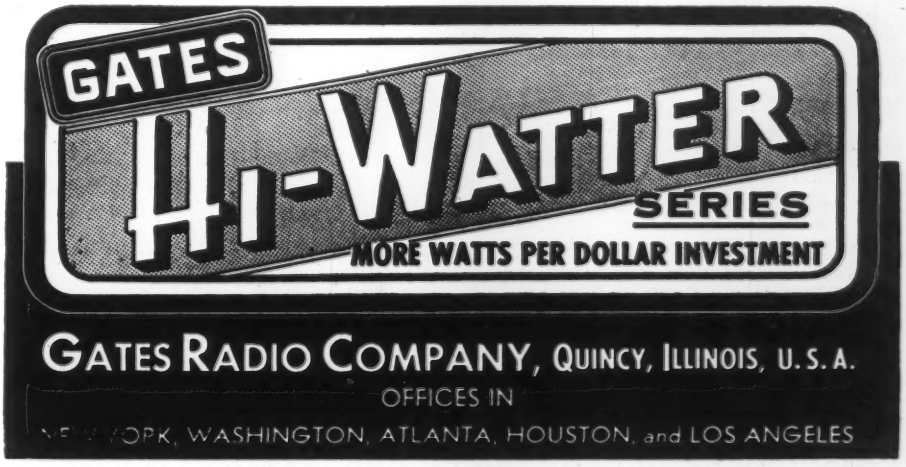
WCAW Charleston, W. Va.—Granted transfer of control to Pete Johnson Bcstg. Co. for $23,360 plus $17,200 in miscellaneous expenses. Sole owner **Earl Johnson** is former 33.3% owner of **WMID Atlantic City, N. J.,** and former vice pres. of MBS. Granted Feb. 1.

KASL Newcastle, Wyo.—Granted assignment of license to Northeast Wyoming Broadcasters Inc. for $30,000. Principals are: Pres. **Floyd L. Sparks** (48%), gen. manager-minority stockholder of KASL; Vice Pres. **Doris A. Sparks** (2%), no occupation listed in application; Secy-Treas. **William L. Fisher** (20%), attorney, and **Stella S. Parrott** (30%), feed and grain business. Granted Feb. 1.

APPLICATIONS

KAMO Rogers, Ark.—Resubmits application for assignment of license to **KAMO Inc.** Corporate change only; no change in control. Resubmitted Feb. 1.

KBTV (TV) Denver Colo.—Seeks transfer of negative control (50%) to **Webb & Knapp Inc.** for $850,000. W&K is 26.5% owned by **William Zec-**



kendorf, former ABC director. Filed Jan. 31.

WILM Wilmington, Del.—Seeks transfer of control to **Ewing B. Hawkins** as majority owner and trustee for $125,000. Purchased stock is to be used as treasury stock. Mr. Hawkins will hold 66.6% of outstanding stock himself and control remainder as trustee. Filed Jan. 27.

WNOG Naples, Fla.—Seeks assignment of license to **Radio Naples Inc.** Corporate change only; no change in control. Simultaneously filed, and contingent upon grant of first application, was request for transfer of control to **William J. Ryan** for $32,000. Mr. Ryan has no other business interests at present. Filed Jan. 30.

KVNI Coeur d'Alene, KSEI Pocatello, KTFI Twin Falls, all Idaho—Seek assignment of licenses to **Alan Pollock** (KVNI), and **Florence M. Gardner** (KSEI and KTFI) under will of **O. P. Soule,** deceased former owner. Filed Feb. 1.

WCVS Springfield, Ill.—Seeks acquisition of control by **Harold L. Dewing** through purchase of one share of outstanding stock for $1,250. Mr. Dewing will then own 26 of 51 shares. Filed Feb. 1.

WICS (TV) Springfield, Ill.—Seeks acquisition of negative control (50%) of permittee corp. by **Transcontinental Properties Inc.** and **H & E Balaban Corp.** for $20,000 in cash and assumption of liabilities. Transcontinental and H & E are each presently 32% owners of station; if transaction is approved each will retain 50% ownership. Filed Jan. 31.

WALM Albion, Mich.—Seeks transfer of control to **J. M. Moses** and **J. C. Bedient** for $17,500. Messrs. Moses and Bedient are presently minority WALM stockholders. Filed Jan. 27.

WJIM-AM-TV Lansing, Mich.—Seek transfer of **Harold F. Gross** and **Harold F. Gross** and **Charlotte I. Gross** as voting trustees. Corporate change only; no change in control. Filed Jan. 31.

KTCB Malden, Mo.—Seeks assignment of license to Tri-County Bcstg. Co. for $22,185. Principals are Pres. **C. W. Craft** auto dealer; Vice Pres. **J. D. Craft** auto dealer, and Secy.-Treas. **Harold Gregson,** broadcaster. Filed Jan. 30.

KSHO-TV Las Vegas, Nev.—Seeks assignment of cp to **Moritz Zenoff** and **Wilbur Clark.** Mr. Zenoff is present permittee. Mr. Clark becomes co-permittee for minimum of $50,000. Mr. Clark is owner of resort hotel. Filed Jan. 31.

WHVH Henderson, N. C.—Seeks assignment of license to **Vance County Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 27.

WKBL Covington, Tenn.—Seeks assignment of license to **Tipton County Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 31.

KFST Fort Stockton, Tex.—Seeks assignment of license to **George Baker** for $22,500. Mr. Baker, among other interests, is 80% owner of weekly *Fort Stockton Pioneer.* Filed Jan. 27.

APPLICATION AMENDED

WBOP Pensacola, Fla.—Application for assignment of cp to **Edwin V. Spencer, Rudolph K. Schurr, Medford W. Stacy,** and **Vern L. Bessler** amended to specify above stockholders as d/b as **WBOP Bcstg. Co.** Amended Feb. 1.

Hearing Cases . . .

FINAL DECISIONS

Alabama-Georgia—FCC granted applications for increased power of **WDMG Douglas, Ga.,** from 1 kw to 5 kw, continuing D operation on 860 kc and Dorsey Eugene Newman for new am to operate on 860 kc, 250 w in Hartselle, Ala., and denial of application to increase D power of **WERD Atlanta, Ga.,** on 860 kc, from 1 kw to 10 kw. Action Jan. 26.

KTVQ (TV) Oklahoma City, Okla.—Denied waiver of rules and returned request for STA to operate in Oklahoma City on ch. 11 which is assigned to Tulsa for non-commercial educational use. KTVQ (TV) is permittee on ch. 25 but is off air. Oklahoma Educational Television Authority has cp for KOED-TV on educational ch. 11 in Tulsa. Action of Feb. 1.

INITIAL DECISIONS

Clovis, N. M.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of KICA Inc. for new tv to operate on ch. 12 in Clovis. Action Jan. 31.

Buffalo, N. Y.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of Great Lakes Television Inc., for new tv station to operate on ch. 7 in Buffalo and denial of competing applications of Greater Erie Bcstg. Co. and WKBW-TV Inc. Action Feb. 1.

OTHER ACTIONS

WCHS-TV Charleston, W. Va.—Is being advised that application to change trans. site from .4 miles from city limits to about 11 miles west northwest of city limits, increase ant. from 670 ft. to 1,236 ft., and decrease vis. ERP from 316 kw to 158 kw, indicates necessity of hearing. Action Feb. 1.

Routine Roundup . . .

January 26 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

Massachusetts Bay Telecasters Inc., Boston, Mass.—Granted petition for extension of time to March 1 to file exceptions and briefs in support of said exceptions to initial decision in ch. 5 proceeding, Boston. Action Jan. 25.

NBC—Granted petition of Jan. 19, for withdrawal of its motion to dismiss and for other relief re application for assignment of cp for **WBUF-TV Buffalo, N. Y.**; motion is dismissed without prejudice to refiling of said motion for consideration on its merits and without objections as to its timeliness in event proceeding is reactivated. Action Jan. 23.

By Hearing Examiner James D. Cunningham

WTBF Troy, Ala.—Granted petition to reopen record of hearing re its am application for limited purpose of receiving in evidence "Corrected Figure 38 of its Engineering Hearing Exhibit 1"; record is closed. Action Jan. 24.

By Hearing Examiner Jay A. Kyle

Fort Lauderdale, Fla.—Gave notice of prehearing conference Feb. 6, re am application of Charles W. Stone, Fort Lauderdale. Action Jan. 25.

KSLM-TV Salem, Ore.—Gave notice prehearing conference scheduled for Jan. 13, and continued on motion, will be held Feb. 23, re application of **KSLM-TV Salem** for mod. of cp, and pursuant to agreement among parties, waiver of sec. 1.745 of Commission's rules shall prevail. Action Jan. 24.

By Hearing Examiner Annie Neal Huntting

Broadcast Bureau—Granted motion for extension of time to Feb. 8, to file proposed findings of fact and conclusions of law re am application of **WKPA New Kensington, Pa.** Action Jan. 24.

WYES Chateaugay, N. Y.—Gave notice of prehearing conference Feb. 3 re am application of **WYES Chateaugay.** Action Jan. 25.

By Hearing Examiner Basil P. Cooper

Arkansas-Mississippi-Tennessee—Issued order controlling conduct of hearing re am applications of **WSUH Oxford, Miss.**; East Arkansas Broadcasters Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark., and **WHER Memphis Tenn.** Formal hearing will begin March 1 at which time applicants may offer in evidence exhibits exchanged on or before Feb. 20; other exhibits and other oral testimony, if necessary, will be received or taken on or before March 15. Action Jan. 25.

By Hearing Examiner Elizabeth C. Smith

Florida—Issued statement and order governing hearing re am applications of Joseph M. Ripley Inc., Jacksonville; Raymac Inc., Palatka, and Radio Starke, Starke, and ordered informal exchange of preliminary drafts of engineering exhibits on or before Feb. 14 and direct cases of applicants will be exchanged Feb. 17. Action Jan. 25.

By Chief Hearing Examiner James D. Cunningham

Voice of Lake Tahoe, Zephyr Cove, Nev.—Granted petition insofar as it seeks dismissal of its am application and denied in all other respects. Application is dismissed with prejudice. Action Jan. 25.

January 26 Applications

Accepted for Filing

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increased D power and make equipment changes) for extension of completion date.

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized changed hours of operation, changed power and install DA-2) for extension of completion date.

Renewal of License

KGMC Englewood, Colo.; KIMN Denver, Colo.; KOA Denver, Colo.; KEXO Grand Junction, Colo.; WELY Ely, Minn.; KSUM Fairmont, Minn.; KDMA Montevideo, Minn.; KLGR Redwood Falls, Minn.; KROC Rochester, Minn.; KWIM Willmar, Minn.; KBGF Great Falls, Mont.; KGVO Missoula, Mont.; KNOX Grand Forks, N. D.; KSJB Jamestown, N. D.; KORN Mitchell, S. D.; KUSD Vermillion, S. D.

January 27 Applications

Accepted for Filing

Renewal of License

KOSI Aurora, Colo.; KRLN Canon City, Colo.; KFXJ Grand Junction, Colo.; KDZA Pueblo, Colo.; KWDM Des Moines, Iowa; KBUN Bemidji, Minn.; KDAL Duluth, Minn.; WDGY Minneapolis, Minn.; WSHB Stillwater, Minn.; WHLB Virginia, Minn.; KGHL Billings, Mont.; KBOW Butte, Mont.; KFBB Great Falls, Mont.; KMON Great Falls, Mont.; KLTZ Glasgow, Mont.; KGEZ Kalispell, Mont.; KGCX Sidney, Mont.; KFYR Bismarck, N. D.; KDLR Devils Lake, N. D.; KILO Grand Forks, N. D.; KCJB Minot, N. D.; KLPM Minot, N. D.; KELO Sioux Falls, S. D.; KSOO Sioux Falls, S. D.; KYNT Yankton, S. D.; KFGQ-FM Boone, Iowa; KGHF Pueblo, Colo.

Remote Control

WKTM-FM Mayfield, Ky.

Modification of Cp

WTOC-TV Savannah, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 26.

WKAQ-TV San Juan, P. R.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

Modification of Cp Returned

WCBQ Sarasota, Fla.—Application for mod. of cp (which authorized new am station) for extension of completion date returned; filed on wrong form.

License to Cover Cp

WTVN-TV Columbus, Ohio—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WTIQ (TV) Munford, Ala.—Seeks license to cover cp which authorized new non-commercial educational tv station.

January 30 Applications

Accepted for Filing

License to Cover Cp

KRFC Rocky Ford, Colo.—Seeks license to cover cp which authorized new am station.

KEVL White Castle, La.—Seeks license to cover cp with authorized new am station.

WEW St. Louis, Mo.—Seeks license to cover cp which authorized change of ant., trans., and studio location and operate trans. by remote control.

WKBN-TV Youngstown, Ohio—Seeks license to cover cp which authorized new tv station.

Remote Control

WMIQ Iron Mountain, Mich.; WWNY Watertown, N. Y.; WGNS Murfreesboro, Tenn.

Renewal of License

KBOL Boulder, Colo.; KWBY Colorado Springs, Colo.; KGEK Sterling, Colo.; KNUJ New Ulm, Minn.; KBRK Brooking, S. D.

January 31 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WKNX-TV Saginaw, Mich., WWTV (TV) Cadil-

(Continues on page 100)

California Independent

$125,000.00

Relatively new station operating fulltime with all new equipment. Effective service on excellent frequency to 350,000 population. Area is noted for agriculture, military bases, tourists, fishing, and golf. Some financing available.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

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Executive Offices
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Offices and Laboratories
1339 Wisconsin Ave., N. W.
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
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GAUTNEY & JONES
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Craven, Lohnes & Culver
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RUSSELL P. MAY
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Consulting
Radio & Television
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303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$3.00 minimum.*

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Sales manager—Five figure earnings and an exceptional future for a "front line" sales manager. Write fully. Box 313F, B•T.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, we would like to get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know programming and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Top-rated eastern independent is replacing salesman moving to management in another city. Our men earn 15 to 20 thousand yearly. Send resume and late snapshot to Box 214F, B•T.

Southwestern thousand watt daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 280F, B•T.

Radio salesman—must be sober hard worker. State experience. Announcing helpful. Above average salary. KMHT, Marshall, Texas.

Salesman-announcer. Considerable past sales experience not necessary but desire to sell must be strong. Salary plus commission. Address all information first letter to Manager Radio Station KTNM, Post Office Box 668, Tucumcari, New Mexico.

Experienced salesman. Michigan man preferred. Contact WBCM, Bay City, Michigan.

Salesman—salary and commission, one station market, excellent coverage, exceptional possibilities for right man. WMRE, Monroe, Georgia.

Man or woman with first phone license. Must be anxious to advance in radio. Desire person with sales and/or announcing experience. Send photo, resume, etc. Box 7547, Orlando, Florida.

Salesman—DJ—20% sales. Plus 10% DJ-pop and C&W. Hurry, terrific opportunity! Chuck-Wagon Productions, 3007 N. Franklin, Flint, Michigan.

Announcers

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Narrative "story teller" delivery. Ohio. Box 944E, B•T.

DJ—"voice with a smile", just naturally jolly. Glib, humorous adlib. "Bright and breezy—voice like two-ton baker," good actor. Wanted by station in Penna., Michigan, upper N. Y., area. Box 199F, B•T.

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Three announcers—to announce and sell. Learn and earn, salary and commission at good independent in large southern market. Prefer family man. Send tape and resume to Box 239F, B•T.

Wanted: Announcer, single, under 26. Send complete resume. No tapes returned. Experienced not essential. Write Box 241F, B•T.

Morning personality for Virginia network station. Must have good voice, personality, showmanship. Work board. Third or better license. Morning man-program director considered. Talent and ability appreciated and rewarded. Salary open for right man. Write in confidence to Box 273F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

500 w midwest indie needs following personnel immediately: Announcer-engineer, 1st class ticket (2), good pop-DJ, female continuity writer. Send full details and audition tape. Salary according to experience and ability. Box 281F, B•T.

Florida Mutual station needs competent staff announcer. Salary $75.00, more with first class license. Box 290F, B•T.

Morning man. Experience, above average, stable, initiative, dependable, hard worker, ability, common sense. 48 hour week. West Virginia-Ohio area. Resume. Box 294F, B•T.

RADIO

Help Wanted—(Cont'd)

A fast moving, top rated independent station in a metropolitan southeastern market needs combination night personality DJ and afternoon salesman. Guaranteed salary plus commission and talent. Earnings unlimited. Send tape, photo, resume. Box 331F, B•T.

Colorado kw wants announcer with first class ticket. Send tape and resume. Box 357F, B•T.

First phone combination, emphasis announcing. Attend college, if you desire. First opening two years. Contact immediately KARE, Atchison, Kansas.

Wanted between now and March 15th. Top announcer. Key staff man for station in small, pleasant city. Experience. Versatility. Animation. State present station and length of employment, present earning, expected earnings, previous radio employment with approximate dates. Send brief comprehensive audition tape. All replies confidential. No letters answered until tape received. All tapes returned. Address Manager, KATE, Albert Lea, Minnesota. No phone or wire pitches.

Immediate openings for experienced announcer-salesman, strong on sales; and morning man. 500 w daytimer, KCHE, Cherokee, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercials, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send us your audition, along with a letter telling us all about your experience, marital status, salary requirements and a list of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Jerry Fahrenbruch, Chief Announcer, KVGB, Great Bend, Kansas.

Versatile experienced DJ that can sell—himself and our clients, Must now live in New England. Contact Dave Mohr, PD, WARA, Attleboro, Mass.

Announcer—first phone, pronounce classical library names, titles. Good opening with fast-growing greater Boston radio. Tape with pronounciation, to WCRB, Boston 54, Mass.

1000 watt WFAR, Farrell, Pa., wants DJ. Send tape, resume.

WHOT wants experienced morning man—hard selling—pleasant personality—top market. Send tape to WHOT, Youngstown 8, Ohio.

Miami, Florida—WINZ, 50,000 watts music and news independent, needs staff DJ. Experienced making production spots desirable. Send resume and tape.

Wanted: Salesman-announcer—emphasis on announcing, $100.00 per week guarantee, rush picture, tape and experience to: Raymond Prescott, WJIG, Tullahoma, Tenn.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Expanding staff. Announcers needed for WLEX-AM-TV, Lexington, Kentucky. Send tape, photo, resume and salary, first letter. Only experienced men need apply.

Announcer with some training and experience. Good salary and working conditions. WPNF, Brevard, North Carolina.

New construction WPVL, Painesville, Ohio, to begin operation early April. Will have most modern and attractive facilities in Ohio. Three experienced announcers and one copywriter needed. Mail complete resume, experience and education, salary required, and photo. Announcers send tape audition, 7½I.P.S. Copywriters send sample commercials. Address all to Radio Station WVSC, Somerset, Pa.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

1st class phone man immediately, northeast. Box 291F, B•T.

Combo man strong announcing who will be our chief. Midwest. Remote control. No floaters. Good pay. Write Box 296F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

1st class engineer with announcing ability. permanent position. 250 watt Florida east coast. Box 333F, B•T.

RADIO

Help Wanted—(Cont'd)

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Chief engineer-announcer. Permanent position. Rush resume to WAFC, Staunton, Virginia.

Wanted: Engineer-announcer. Attractive offer to engineer who is excellent announcer. Rush resume. WIRB, Enterprise, Alabama.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Combination engineer-announcer wanted immediately. Good pay, permanent position. Excellent town to live in, 100 miles from the Gulf. Radio Station WMFC, Monroeville, Alabama.

Man or woman with first phone license. Must be anxious to advance in radio. Desire person with sale and/or announcing experience. Send photo, resume, etc. Box 7547, Orlando, Florida.

Engineer-announcer. Heavy engineering; capable announcing for am-fm outlet. Phone Waynesboro 538R3 or Chambersburg, Pa., Colony 4-4515.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

Sound, 15 year old Ohio network station needs female commercial continuity chief. Incentive increases, insurance plan, paid vacations, good future. Starting salary $60.00 per week. Send full information Box 319F, B•T.

Situations Wanted

Managerial

Managerial-ownership opportunity desired. Can invest. 12 years rounded experience. 35. Family. Best references. Box 125F, B•T.

Salesman with eleven years experience wants manager station that needs business. Prefer northern Minnesota, Wisconsin or Michigan. Presently employed. References. Box 293F, B•T.

Metropolitan area account executive earning $10,000 ready for $15,000 bracket as manager or sales manager. Ten years in sales, sales promotion, programming, merchandising, announcing, continuity. Current station 5 years. Late 30's family. Excellent references. Box 297F, B•T.

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Manager, commerical manager: Twenty-two years experience, independent and network. Nine years station manager; seven years commercial manager. Age 42. Consider nominal salary with arrangement purchase interest from profit sharing. Box 302F, B•T.

Manager and sale director. Available immmediately. Twenty years experience. References. Box 303F, B•T.

Radio-television manager, coordinator, sales manager. Available soon. 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 315F, B•T.

Attention Florida station owners . . . presently southern station manager, part owner, looking for location in Florida . . . Fourteen years experience. Constructed and managed present station successfully for 10 years . . . thoroughly experienced all phases . . . no reason to leave other than like your state, desire better climate. Dependable, family man, best references, 34 years of age, available approximately thirty days. If you have small or medium market station that needs a boost, let me hear from you. Box 320F, B•T.

Commercial manager or top sales position. Not a desk operator. Can organize and train personnel. Twenty years selling experience. Proven record in radio and tv sales. Prefer midwest or west. Available soon. Box 339F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention Florida . . . ten year sports veteran in large metropolitan area looking for Florida position. Class A baseball, college high school basketball, football and boxing. Also solo, engineering, color, play-by-play. Family man, college graduate. Outstanding on sports, news, commercials, and ad-libs. Currently sponsored on 48 sportscasts per week. Same area ten years. Best references. Box 163F, B•T.

Congenial, trained, experienced announcer, desires permanent settlement. Small town northeast. Box 217F, B•T.

Family man wishes to relocate. Experienced. Top DJ. Programming music specialty. Top mike salesmanship. First ticket. Box 249F, B•T.

Experienced announcer—disc jockey, 25, veteran, single, 3rd ticket, pleasing personality, broad knowledge of records and artists, photo, tape, resume. Box 257F, B•T.

Sportscaster—heavy experience major sports, top staff, news, newspaper sports writing. Seek am-tv deal, Class B baseball or above, winter sports. Air-check tapes, references. Box 267F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 295F, B•T.

Described by leading magazine as outstanding deejay in his area. 6 years experience—including large competitive market, whether reading 'em straight—or adlibbing—proven success with sponsors and public. Seeking permanent position with good station in large city. Married, age 27—stage background. Box 299F, B•T.

Want position as announcer or combo. Married, 33, college, first-phone, three years experience. Presently national sales manager with international manufacturing concern. Box 300F, B•T.

California here I come! Arrive about middle March. 3 years top show in medium market. Want arrange personal interviews. Box 304F, B•T.

Top announcer, salesman. Nine years experience. First class license. Currently sales manager. All offers considered. Box 306F, B•T.

Sports announcer—nine years experience baseball play-by-play—AA. Same regional sponsor four years. Presently employed. Best references. Box 307F, B•T.

Early morning man or straight announcer. Married, children, reliable, experienced. Box 317F, B•T.

50,000 watt staff announcer, family-interested relocating permanent position. Prefer northeast, west or Florida. Size of town and station immaterial. Box 322F, B•T.

Gasp over the lowest in radio . . . hear my tape audition. Don't settle for a good announcer with mediocre voice when you can have a good announcer with an exceptional voice. Sure, I'm a nice guy, steady, sober, wife, 3 youngsters, responsible, 37, 13 years experience, presently employed radio and tv. But, if above all, you're looking for a sound 50kw sell announcer with an exceptional voice . . . hear me on tape or in person. Box 323F, B•T.

You looking . . . me too. 8 years radio—2 years tv news, sports, commercial—strong play-by-play baseball-basketball-football. Desire relocate before baseball. Location secondary to opportunity. Box 324F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—7 years in radio. Authoritative delivery, strong on commercials. I believe in quality broadcasting. Sober, reliable, married; presently employed. Box 327F, B•T.

Stop - look, experienced announcer - salesman. Studying for 1st phone. Light copy. Looking for home for my family. Radio in my blood. Available March 1st. Box 332F, B•T.

Announcer—experienced in sports, newscasting, disc jockey, ad writing. Seeking job in Washington area or vicinity. Call North 7-3090. Box 336F, B•T.

Proven, experienced as announcer, program director and assistant manager seeking better opportunity. Young family man, hard-working, ambitious and aggressive. College graduate. Eastern location preferred but will consider any location for right position. Box 340F, B•T.

Top graduate broadcasting school seeks start in radio. Veteran, strong on news, commercials and play-by-play. Excellent appearance, eager, alert and energetic. Location unimportant. Box 342F, B•T.

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Experienced staff announcer desires permanent position. Prefers east, will accept others. Immediate availability. Strong news, commercials. No hotshot DJ. Box 346F, B•T.

Staff announcer. Recent broadcasting school grad. 3rd ticket. Knowledge all phases. Box 347, B•T.

Young man, aggressive, 3 years experience, radio and tv, presently employed major eastern market. Will consider all offers. Prefer California. Box 351F, B•T.

Deejay—hard worker, congenial, good voice. 3 years radio. Excellent references. Prefer Penna., Ohio or Florida. Box 355F, B•T.

2 years experience. Dependable. Desire permanent position in northeast. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcing. Excellent recommendation from former employer. 3½ months experience. Extremely eager! Single, 22 years. Very friendly! Location immaterial. Jack Edwards, 1821 Jackson Street, Two Rivers, Wisconsin.

Announcer trainee. College graduate. Excellent tenor, complete musical repertoire. Extensive knowledge of music and records. Fine speaking voice. Seeks apprenticeship as announcer. Conscientious worker. Single. Will relocate anywhere. Salary secondary. Steve Edwards, 83-77 Woodhaven Blvd., Woodhaven, N. Y. Apt. 2-C. Virginia 6-4550.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6236.

News-DJ and sports color. 3 years experience, all station equipment. Vet, 24, some show-biz, desires permanent staff position with opportunity for advancement. Write or call Ted Frost, 5325 Rising Sun Ave., Philadelphia, Pa. GL 5-5195.

(Continued on next page)

UNUSUAL OPPORTUNITY

for Technical Director and Chief Engineer. Due to illness, our Technical Director must give up responsibility of operating two radio stations and two VHF television stations in top midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements, availability and references first letter.

Box 337F, B. T.

RADIO

Situations Wanted—(Cont'd)

"Personality" DJ has all three: Character, ability, experience, young, single. Now! Is the time for all good men to come to the aid of Buddy Gibson, Yonkers 3-1021.

Small stations only. Staff announcer. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Announcer, well trained. Nice voice. Handle news, disc shows, board. Bud Orlando, 15 Clinton, Westfield, N. Y.

Young vet, 23, beginner, school graduate, 3rd class license. Position an announcer or leading to announcer. C. Michael Ruggiero, 1053 Flatbush Avenue, Brooklyn, N. Y.

Announcer-engineer. Good education-experience. Available now. Box 402, Sidney, Iowa.

Programming-Production, Others

Currently employed major midwestern market program director—DJ proven ability to build ratings. Programming ideas, interested in major midwestern and eastern markets. College, married, best of references. Box 255F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Behind a typewriter or a mike—I can do a good job for you. Five years experience in continuity and announcing. Radio and tv background. A fellow with excellent references. Prefer Florida. Box 326F, B•T.

Program director—13½ years radio, 7 as PD, desires permanent position in Arizona, southern California or Florida coastal. $100.00 minimum. Box 328F, B•T.

Producer-director-writer-announcer wants job radio or television station, preferably where the fishing is good. Twenty-five years network radio experience, seven years television. References. Write Box 334F, B•T.

RADIO

Situations Wanted—(Cont'd)

Production, programming—sales minded, recent N.Y.U. Radio Department graduate, veteran, married, seeking job with future. Lawrence Walcoff, 10 Clendenny Avenue, Jersey City, N. J., Delaware 3-1406.

TELEVISION

Help Wanted

Salesmen

Aggressive, bright, dependable man or woman for position on sales staff of television station in expanding market. Send details own handwriting to P. O. Box 1747, York Pennsylvania, or telephone York 27-821 and ask for Mr. Burg.

Announcers

Vhf opening for tv announcer-director with varied background. Sports, news, staff work with knowledge of tv switching and directing. Give background, references, send tape and photo to T. W. Austin, WGEM-TV, Channel 10, Quincy, Illinois. Phone Baldwin 2-6840.

Technical

Immediate opening studio engineer—second or first class license. Can use man with am experience who wants start in tv or with tv training or experience. Give background and salary requirement. Box 318F, B•T.

Due to illness, necesary to relieve present Technical Director of duties. Need immediately, top technical director of chief engineer for two vhf tv stations and two radio stations. Standard of pay much higher than other similar positions in our area. Send full particulars to Box 338F, B•T.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Wanted: Executive program manager to completely re-build program department. Must be creative manager of personnel and have complete knowledge of all phases of programming and production. This is top vhf network affiliate in large western market. Replies confidential. Give complete background, photo and salary desired. Wire Box 349F, B•T.

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Situations Wanted

Managerial

16 years broadcasting experience, 6 years television and 10 years of radio, available to station needing manager or sales manger. Thorough knowledge operations, promotion, programming, merchandising, market statistics. Excellent relationship with top media directors, time buyers and network station relation departments in New York. Box 348F, B•T.

Salesmen

Top tv salesman, doubling in brass as national, regional, local sales manger, does programming, on-camera work. Writes, sells, produces own commercials and shows. Buys film and does promotion for small, understaffed station. Wants to lead normal life in larger market. Responsible family man. Box 250F, B•T.

Announcers

Sportscaster—heavy experience major sports top staff, news, newspaper sports writing. Seeking am-tv deal, Class B baseball or above, winter sports. Air-check tape, references. Box 267F, B•T.

MORGAN GOODWIN

RECOMMENDED! TOPS FOR TV

ROCHELLE MUDD

ROGER WAGNER

ROBERTA SPRAGUE

These graduates all have had extensive individual instruction in our Washington or Chicago studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire or phone COLLECT, John Birrel, Employment Counselor.

NORTHWEST
RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcer, four years radio-tv seeks permanency northeast metropolitan market. B.A., married, veteran, employed. Prefer am-tv operation. $95.00 minimum. Box 321F, B•T.

Announcer: 2½ years, college graduate, veteran, free lance tv. 2 billion dollar market. Box 329F, B•T.

Announcer with two years of radio experience, two years college, and graduate of television school would like to break into television. Resonate voice with sales appeal. Tape and photo on request. Box 330F, B•T.

Technical

Engineer: Am-fm experience. Desire television opportunity southern California. Excellent references. Box 343F, B•T.

First class engineer, five years radio experience, desires opportunity in television. Box 354F, B•T.

Programming-Production, Others

Production assistant—former reporter, broadcasting school graduate. Knowledge administration and salesmanship. Capable, personable and aggressive. Available immediately. Box 132F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Tv-director was announcing background, 5 years experience—best references. Permanent future more important than starting salary—personal interview acceptable. What job do you offer. Box 301F, B•T.

Tv merchandising, advertising, publicity, continuity—creative, experienced young woman with top references will relocate for right job. Box 305F, B•T.

Different, refreshing kitchen program. Clever, vivacious couple. Tape, brochure available. Box 308F, B•T.

Experienced tv-radio newsman, moderator, commercial announcer, interested in larger market. 31, married, employed. $125.00 minimum. Box 310F, B•T.

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Program director and announcer experienced in all phases of radio looking for that tv break. Reliable, conscientious. College graduate. Box 341F, B•T.

Tv producer-director—5 years experience midwest station. Seeking greater opportunity. Age 37. Top references. Resume return mail. Box 352F, B•T.

FOR SALE

Stations

Rocky Mountain States—1 kw, population 145,000, market 160 million. Reason for sale health and other interests. Box 292F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Located in one of the "New South's" industrial cities, this station has substantial history of gross earnings. The asking price on sale of assets is below cost figure. It requires party in position to make cash payment in six figures. Another interest, television, is the owner's reason for sale. Paul H. Chapman, 84 Peachtree, Atlanta.

Rocky-mountain single station market. Daytimer. Thriving trade center 9,000 people, per owner. Beautiful scenic area. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

FOR SALE—(Cont'd)

Equipment

Fairchild model 100, 15 inch per second. Full track, top quality, professional tape machine. New cost $2,750. Surplus from leading recording studio. Used but in excellent operating condition. Sacrifice $1,200. Box 311F, B•T.

3kw fm transmitter. AA1 condition. All associated transmitter equipment. 600 feet 1 5/8" coax. First good cash offer F.O.B. Temple, Texas. Contact Dale Phares, KTEM.

Equipment for sale—Grey telop 11R and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A monoscope without camera tube, $1,000. All in excellent condition. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

Gates MO-2780 B 21-B antenna tuning unit. 2 Gates Model CB-10 transcription turntables adapted for 45 r.p.m. Harrington, Chief Engineer, WGAT, New Hartford, N. Y.

For Sale—1 RCA 700 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For sale Console. 5 positions. Western Electric. Sacrifice $485. 7401 Melrose Avenue, Los Angeles, California. Webester 8-2564.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

WANTED TO BUY

Stations

Stable radio man with 8 to 10 thousand dollars cash wishes to invest in Georgia radio station. Highest qualifications. Give complete information. Box 245F, B•T.

Will trade 20 unit ultramodern motel located on the Ocean Highway in South Carolina for radio station. Box 309F, B•T.

Wanted to buy: Radio station within 200 miles from Chicago by qualified radio man. Box 353F, B•T.

WANTED TO BUY—(Cont'd)

Stations

Successful station manager interested in buying part or all of radio station in Florida, Alabama or Georgia. Have considerable amount of cash available to invest immediately. All replies confidential. Box 356F, B•T.

Metropolitan radio station. Have $50,000.Mortages. Stinett, 2119 East Roosevelt, Phoenix, Arizona.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road, N. W., Roanoke, Va.

Equipment

Used GE studio chain. State approximate hours used and price. Box 164F, B•T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

2—250 watt fm transmitters 90-100 mcs used, good condition or new. Send full particulars to Box 223F, B•T.

Wanted: Field strength measuring meter—am. RCA or equivalent preferred. Box 234F, B•T.

Wanted: Rear screen projector, with screen if available. 8 x 12 pattern Contact Jim Tumey, KROD-TV El Paso, Texas.

Wanted: Type 5541 transmitting tube in good condition. Contact Chief Engineer, WDNC, Durham, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

MISCELLANEOUS

Back Seat Driver's License . . . terriffic program and promotion peg! Colorful, funny, harmless. And cheap to use. Write for free samples and low quantity prices. Bob Menzel, Box 205, DeLeon, Texas.

FLORIDA CALLING
NEED AT ONCE

Four combo announcer-control operators. No first ticket needed. Must be all-around commercial-news-DJ's. Also two traffic-steno-Gal Friday's. This is a major AM-TV network operation in Number One Southeast market. Will accept qualified beginner, graduates college and AM-TV schools. Airmail resume-photo-tapes immediately. Tapes will be returned. Must be single and willing to work all departments.

Reply Box 359F, B • T

RADIO

Help Wanted

Announcers

ANNOUNCERS WANTED

Auditions now being held for both radio and television announcers, for possible additions to staff.

Write for appointment to John Comas, WSJS, Winston-Salem, North Carolina.

PERSONALITY ANNOUNCER:

Are you a disc jockey who knows popular music thoroughly, today's tops as well as the standards? Are you a production-type disc jockey? Can you handle interviews and general audience participation shows in an intelligent and listenable manner? Have you a quality voice? Do you "know" radio? Are you looking for an opportunity to grow with a 1000 watt station 30 miles from Chicago that has been growing consistantly for six years?

If your answer to these questions is yea, you could well be the man we are looking for.

We are only interested in top quality applicants. Having a top-notch voice is important but you must also be versatile air-personality.

If this advertisement is of interest to you, forward a tape immediately, complete with air-checks with sample of your versatility. Also include a complete resume with expected starting salary. Mail all replies to Boyd W. Lawlor, Manager, Radio Station WWCA, Gary, Indiana.

Programming-Production, Others

TRAFFIC MANAGER

Experienced girl for responsible position California NBC Radio Station with TV affiliate. Opportunity for advancement with young aggressive management. Depends on you. Must have traffic experience and shorthand. Must fill position by March 1. Write

KCRA
Sacramento, California

OPPORTUNITY

We have openings for two: Research-Promotion man and retail copy writer for WINS Radio, 50kw, New York City. Salary open. Send resume to H. B. LaRue, General Sales Manager, WINS, 28 West 44th Street, N. Y. C.

FOR SALE

Equipment

FOR SALE

Unit 1

RCA TK-1B Synchronizing Generator consisting of:

1—MI 26100 Sync. Gen. pulseformer
1—MI 26110 Sync. Gen. pulse shaper
1—MI 26270 Filter panel
1—580D Regulated power supply
1—Steel equipment rack assembly with two doors

Unit 2

1—TK-1B Monoscope camera
1—580D Regulated power supply
1—TA-1A Distribution amplifier
1—580D Regulated power supply
1—Steel equipment rack assembly with one door

Box 335F, B•T

CARTRIDGES

RCA MI-11874-4 1.0 MIL fine groove; RCA MI-11874-5 2.5 MIL standard transcription. $35.00 each. Also pickering D-140S microgroove. $25.00 each. All in excellent condition. Several of each available; order by quantity and part number. Shipment C.O.D. Sale due to equipment changeover by professional recorder.

Box 358F, B•T

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factor condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

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RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
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Portland 11, Oregon

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

FOR THE RECORD

(Continues from page 94)

lac, Mich.—Granted in part joint petition for extension of time to file exceptions to initial decision re application of **WJRT (TV) Flint, Mich.** for mod. of cp; time extended to 15 days after date of Commission action on "Petition for Repudiation or Clarification" filed by **WKNX-TV Saginaw** and the "Joint Petition for Remand, Reopening of Record and Further Relief," filed by **WKNX-TV** and **WWTV (TV) Cadillac** but not later than Feb. 21; extended to 7 days after date on which exceptions are to be filed, but not later than Feb. 28 for filing replies to exceptions. Actions Jan. 25.

By Hearing Examiner J. D. Bond

Redding, Calif.—Upon informally reported agreement between Shasta Telecasters and Sacramento Bcstrs. Inc., applicants in tv ch. 7 proceeding, Redding, ordered conference on Feb. 1. Action of Jan. 27.

By Hearing Examiner Annie Neal Huntting

WSDR Sterling, Ill.—Ordered further hearing is scheduled for Feb. 6 re am application of **WSDR Sterling.** Action Jan. 27.

New Johnsonville, Tenn.—On examiner's own motion, ordered prehearing conference now scheduled for Jan. 31, re am application of Johnsonville Bcstg. Co., New Johnsonville, is continued without date, pending action upon motion to dismiss application without prejudice. Action Jan. 30.

By Hearing Examiner Basil P. Cooper

Midwestern Bcstg. Co., Cheboygan, Mich.—Granted petition for continuance of hearing in ch. 4 proceeding, Cheboygan; hearing continued from Jan. 30 to Feb. 6. Action Jan. 27.

By Hearing Examiner Jay A. Kyle

De Funiak Springs, Fla.—Ordered prehearing conference scheduled Jan. 27, re am application of **WDSP De Funiak Springs,** be continued indefinitely, pending action on petition by **WFNM De Funiak Springs,** to dismiss its protest. Action Jan. 26.

By Hearing Examiner Herbert Sharfman

AB-PT—Ordered prehearing conference for Feb. 7 re application of American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action Jan. 26.

By Comr. Robert E. Lee

Broadcast Bureau—Granted petition for extension of time to Feb. 1 to file response to "Petition for Review of Ruling of Hearing Examiner" filed by Westinghouse Bcstg. Co. on Jan. 16, re applications of **KOB Albuquerque, N. M.,** for mod. of cp and for license to cover cp as mod. Action Jan. 31.

By Hearing Examiner Hugh B. Hutchison

Columbia-Savannah, Tenn.—Ordered both prehearing conference and hearing in re am applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, and The Savannah Bcstg. Co., Savannah, be continued without date, pending action on Jan. 27 petition by Savannah requesting dismissal without prejudice of its application; dismissed Jan. 25 petition of Columbia-Mt. Pleasant & Spring Hill Radio Corp., requesting examiner to issue subpoenas to 12 individuals to appear as witnesses in deposition proceeding in Columbia on Feb. 2. Action Jan. 30.

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of Jan. 27

WCBT Roanoke Rapids, N. C.—Granted license

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1500 Successful Students

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QUOTE AND UNQUOTE

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Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

covering erection of new ant. (decrease in height and move ant. approximately 125 ft.).

WCHV Charlottesville, Va.—Granted license covering change in facilities, installation of DA-N.

WBZ-TV Boston, Mass.—Granted license covering changes in facilities.

WMT-TV Cedar Rapids, Iowa—Granted license covering changes in existing tv station.

WIS-TV Columbia, S. C.—Granted license for tv station.

WTOP-TV Washington, D. C.—Granted license covering changes in existing tv station.

WSVA-TV Harrisonburg, Va.—Granted license for tv station.

WDAN-TV Danville, Ill.—Granted license for tv station.

KALB-TV Alexandria, La.—Granted license for tv station.

KENS-TV San Antonio, Tex.—Granted license covering changes in facilities of existing tv station.

WKZO-TV Kalamazoo, Mich.—Granted license covering changes in facilities of existing tv station.

WMEG Eau Gallie, Fla.—Granted license for am station and specify studio location.

KFAR Fairbanks, Alaska—Granted license covering change in facilities.

KILO Grand Forks, N. D.—Granted cp to change ant.-trans. location and make changes in ant. system (increase height).

WPVL Painesville, Ohio—Granted mod. of cp to specify studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KCOP Los Angeles, Calif.**, to 7-26-56; **KTYL Mesa, Ariz.**, to 5-1-56.

Following were granted authority to operate trans. by remote control: **WGNS Murfreesboro, Tenn.**; **WMIQ Iron Mountain, Mich.**

Actions of Jan. 26

KPAR-TV Sweetwater, Tex.—Granted STA to operate commercially on ch. 12 for period ending May 21.

Following were granted extension of completion dates as shown: **KBMT Beaumont, Tex.**, to 8-25-56; **WNDU-TV Notre Dame, Ind.**, to 8-1-56; **KID-TV Idaho Falls, Idaho**, to 8-25-56; **WCBI-TV Columbus, Miss.**, to 6-12-56.

Actions of Jan. 25

WSAV-TV Savannah, Ga.—Granted STA to operate commercially on ch. 3 for period ending April 20.

Granted change in corporate name from RKO Radio Pictures Inc. to RKO Teleradio Pictures Inc. of following: **WNAC-AM-FM-TV Boston; WOR-AM-FM-TV New York, N. Y.; KHJ-AM-FM Hollywood, KHJ-TV Los Angeles, Calif.; WHBQ-AM-TV Memphis; KFRC San Francisco, Calif.**

Granted change of corporate name from Trinity Bcstg. Corp. to McLendon Investment Corp. of following: **WRIT Milwaukee, Wis., KLIF Dallas, Tex., KELP El Paso, Tex.**

KFDA Amarillo, Tex.—Granted authority to operate trans. by remote control, while using non-DA.

KRNW (FM) Boulder, Colo.—Granted mod. of cp to change ERP of fm station from 5.9 kw to 2.0 kw; ant. height from minus 710 ft. to minus 730 ft., and make changes in ant. system.

Following were granted extensions of completion dates as shown: **WFRV-TV Green Bay, Wis.**, to 8-23-56; **WWLP (TV) Springfield, Mass.**, to 7-1-56.

Actions of Jan. 24

WGKA Atlanta, Ga.—Granted license for am station.

WPUV Pulaski, Va.—Granted license covering change in facilities.

WMRP Flint, Mich.—Granted license covering change in facilities.

KPFA (FM) Berkeley, Calif.—Granted license covering changes in licensed fm station—ERP 94.1 mc, 54 kw unl.

WHFS (FM) South Bend, Ind.—Granted license for fm station.

WKTM-FM Mayfield, Ky.—Granted authority to operate trans. by remote control.

Following were granted extension of completion dates as shown: **KTAG-TV Lake Charles, La.**, to 8-17-56; **KVOO-TV Tulsa, Okla.**, to 8-24-56; **KATV (TV) Pine Bluff, Ark.**, to 7-19-56; **KPOO San Francisco, Calif.**, to 8-31-56.

Actions of Jan. 23

WSAN-FM Allentown, Pa.—Granted request to cancel license of fm station; call letters to be deleted.

KTLV (TV) Portland, Ore.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 191 kw, change trans. and studio location and make equipment changes; ant. 1550 ft. above average terrain.

Following were granted extensions of completion dates as shown: **WBIQ (TV) Birmingham, Ala.**, to 8-13-56; **KUTV (TV) Salt Lake City, Utah**, to 8-18-56; **KBST-TV Big Spring, Tex.**, to 5-5-56.

WKTM Mayfield, Ky.—Granted authority to operate trans. by remote control.

January 31 Applications

Accepted for Filing

License to Cover Cp

WTHI Terre Haute, Ind.—Seeks license to cover cp which authorized changes in DA system and change in studio location to 918 Ohio St., Terre Haute.

KYW Philadelphia, Pa.—Seeks license to cover cp which authorized DA system changes.

Renewal of License

KASM Albany, Minn.; KLTF Little Falls, Minn.; KRSD Rapid City, S. D.

Modification of Cp

WQXR New York—Seeks mod. of cp (which authorized increased power and equipment changes) for extension of completion date.

WAIU-FM Wabash, Ind.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

Remote Control

KFBK-FM Sacramento, Calif.

February 1 Applications

Accepted for Filing

License to Cover Cp

KFML Denver, Colo.—Seeks license to cover cp which authorized new am station.

KIUP Durango, Colo.—Seeks license to cover cp which authorized increased D power from 1 kw to 5 kw.

WTAY Robinson, Ill.—Seeks license to cover cp which authorized new am station.

WABL Amite, La.—Seeks license to cover cp which authorized new am station.

WEGA Newton, Miss.—Seeks license to cover cp which authorized new am station.

KDEX Dexter, Mo.—Seeks license to cover cp which authorized new am station.

WTVN Columbus, Ohio—Seeks license to cover cp which authorized mounting tv ant. on top of northwest tower (increased height).

Remote Control

KMAE McKinney, Tex.; KTLU Rusk, Tex.

Renewal of License

KGIW Alamosa, Colo.; KRDO Colorado Springs, Colo.; KFSC Denver, Colo.; KCOL Fort Collins, Colo.; KFTM Fort Morgan, Colo.; KLAK Lakewood, Colo.; KLMR Lamar, Colo.; KDHL Faribault, Minn.; WPBC Minneapolis, Minn.; KSTP St. Paul, Minn.; KEYD Minneapolis, Minn.; KYSM Mankato, Minn.; KVOK Moorhead, Minn.; KWNO Winona, Minn.

Renewal of License Returned

KOLR Sterling, Colo. (improperly signed); **KXLO Lewistown, Mont.** (name wrong).

Cp

WCAN-TV Milwaukee, Wis.—Seeks cp to replace expired cp which authorized new tv station.

Modification of Cp

WMYR Fort Myers, Fla.—Seeks mod. of cp (which authorized increased D power and change from DA-N to DA-2) for extension of completion date.

KAUS Austin, Minn.—Seeks mod. of cp (which authorized mounting tv ant. on east tower) for extension of completion date.

WGLV (TV) Easton, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 23.

UPCOMING

FEBRUARY

Feb. 6: Calif. Radio & Tv Broadcasters Assn., Hotel Roosevelt, Hollywood.
Feb. 6-13: Women's Adv. Club of Chicago "Distinction" Series Meetings, Chicago.
Feb. 7: Senate Interstate & Foreign Commerce Committee Resumes Hearings on Investigation of Tv Networks and Uhf-Vhf problems.
Feb. 7: House Interstate & Foreign Commerce Committee Resumes Hearings on Political Broadcast Bills.
Feb. 9-11: Annual Southwestern Regional Conference and Electronics Show, Institute of Radio Engineers, Oklahoma City.
Feb. 10-11: Annual Radio-Tv Short Course, School of Journalism, U. of Minnesota, Minneapolis.
Feb. 15-16: Senate Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 16-17: House Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 24: RAB Clinic, Baltimore.
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.
March 27: RAB Clinic, Amarillo, Tex.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

BROADCASTING & TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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It Isn't True Love

UNTIL quite recently, the movie industry and television spent a lot of their time snarling at each other.

To be more precise, the movie industry spent a lot of its time snarling at television and complaining that tv was killing movies. Sometimes television snarled back. More often, however, it made cooing noises in the direction of Hollywood and yearned aloud to embrace some of the better products and personalities that were being held in seclusion by film interests.

The cooing, supported by such tangible tokens of affection as million-dollar contracts, has taken effect. Romance is blooming. Hollywood and tv are, as the columnists say, an item.

Like many of the romances which are reported in the gossip columns, this one is bound to go pffft.

Because so far it is a one-way romance.

Television is doing all the courting.

Television keeps rushing in with bundles of money which Hollywood takes with the calculated charm of a chorus girl fleecing a rich stage-door-Johnny from the sticks. Hollywood has discovered that television is harmless and not particularly demanding. The most television wants in return for a mink is a moment of footsy-footsy beneath a ringside table at El Morocco.

What has Hollywood given television in return for the millions of dollars in cash and free promotion that television has thrown at Hollywood's feet?

A few very good television programs including such series as *Disneyland*.

A reasonable number of desirable feature films (but the biggest block was freed for tv by Tom O'Neil, a broadcaster who bought into Hollywood).

A great many formularized television shows which are either slick but meaningless adaptations of movies or mere trailers which advertise movies that you must go to a theatre to see.

To summarize—let alone enumerate—the gifts which television has bestowed in order to get so meager a return would take pages and pages. It is enough to say that Hollywood would have gone broke if it had been obliged to buy the pro-movie propaganda which television has been providing for nothing or indeed providing in addition to the tremendous talent and production fees it has paid to Hollywood.

On Sunday, Jan. 29, for example, in the prime time of 7:30 to 9 p.m., television produced an hour and a half of solid promotion for Hollywood. *Inside Beverly Hills* was presumably designed as a sort of dressed-up documentary which would show the living habits of residents of that posh community. As an effort in journalism, the program was on a level no higher than that of the average article in a movie fan magazine.

The production costs of *Inside Beverly Hills* ran $150,000.

A fan magazine might pay 500 bucks top for a piece of that kind.

Toward the end of *Inside Beverly Hills* James Stewart and his family were shown leaving their home en route to attend the cinema. In an obviously rehearsed plug, Mr. Stewart said: "Movies are your best entertainment."

It was hard to disagree with him at that moment.

A Plan for New Orleans (and the U.S.A.)

IN ITS reappraisal of television allocations, the FCC should give particular attention to the possibility of releasing some, if not all, of the channels now reserved for non-commercial, educational use.

In a number of communities the release of these reservations would be of significant help in expanding television service. We shall use New Orleans as an example, but first we would like to explore other facets of the educational problem dispassionately and, we hope, realistically.

It should now be crystal clear that education never will fully utilize the channels allotted under the unique "reservation" plan made part of the Sixth and Final allocations report. There isn't enough money or program product to do the job. And there just isn't the public interest.

So why not let these channels go for commercial use, rather than allow them to lie fallow? When the educational people in a given communty find themselves ready, let them re-acquire part of the station's time (and use the station's facilities) under agreements that could be devised in advance. Actually, the FCC is flouting the Communications Act of 1934 by allowing educational channels to go unused after nearly four years.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"In an election year never start your sales pitch by asking him to give you a little time!"

The New Orleans example has its counterpart in dozens of communities where educational assignments have not been activated or are being used only part-time. Three vhf channels (4, 6 and *8) are allocated to that city. Only one—ch. 6—is being used. Ch. 4 was sought by three applicants, and a final choice of the winner is yet to be made. Ch. *8, as noted above, has an asterisk, the Commission's mark for an educational reservation.

Four uhf channels are allocated to New Orleans. One is occupied by an operating station. Another has been granted, but there is no indication as to when or if it will go on the air. The others are unclaimed.

It is now nearly four years since the FCC lifted the tv freeze, and New Orleans is still without really competitive tv service.

What about ch. *8? For more than three years it went begging. Finally, last July, the Greater New Orleans Educational Television Foundation Assn. applied for it. The association claims support and pledges of support from numerous sources, including the Ford Foundation, and proposes to spend $328,000 to build a station.

Sounds good, so far. Now how does the foundation propose to put its $328,000 station to use? Well, it promises to provide five hours of programming a day Monday through Friday. Weekends it will stay dark.

Is that a fair shake for the people of New Orleans? Is that enough programming to justify a franchise on a facility which, in business hands, would add a full program service to a community that is in desperate need of one? [Multiply that by 86, the number of vhfs reserved for education, and you get a notion of the kind of additional service the public really wants that could be supplied throughout the country, and without battling for new spectrum space and without converting sets.]

As a start, we suggest that the FCC, on its own motion, propose the erasure of the asterisk before ch. 8. This will benefit the New Orleans public, the city's television business and the advertisers. It will also benefit the educational foundation, which can arrange to use that $328,000 to build educational programs, rather than a wholly inadequate station with promised operation of 25 hours a week. And those programs could be placed on the ch. 8 station (and on other commercial stations throughout the state where extension education is really needed) by agreement.

We feel confident that most, if not all, of the 13 vhf non-commercial education stations now on the air, and struggling for money, programs and public acceptance, would quickly realize that this method would be the answer to their vexing problems. It can work, if only someone would take the initiative. And that someone should be the FCC.

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. . . and within minutes, the entire Northwest knows the whole story! By their expert use of five 2-way-radio news cars, a news plane, tape and telephone recorders and other facilities, KSTP reporters and news-men consistently lead all competitors in fast, accurate presentation of the news.

One of the first full-time radio newsrooms in the nation, KSTP employs 19 experienced reporters, 100 "stringer" reporters in a 5-state area whose job is to report the news quickly, completely, impartially and in good taste.

Within the last few months, KSTP again scooped all competitors—including newspapers—with an exclusive story on a kidnap-murder victim which was carried on national news service wires. This, incidentally, is the *third* time that KSTP has scored a news beat of national importance. Several national and local awards for news coverage and presentation also attest to the excellence of this pioneering news operation.

In addition to its superior daily news programs, KSTP offers its listeners varied entertainment *24 hours a day!* The Northwest's favorite personalities offer the "best music in town," plus sports, weather news and other popular shows.

Why not put KSTP with its top personalities, balanced programming and unmatched news coverage to work for you? To *sell* the vital Northwest market, your best buy is KSTP . . . *priced* and *programmed* to serve *today's* radio needs!

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